

Sample Stratification: Zip Code and SIC Code (See Sample Frame)

CALLING SCRIPT:

Hello, my name is _____. I am calling for Harper College to gather information about businesses' future employee needs so the College can develop needed education and training programs. Our survey typically takes about 15 minutes. May I speak to the owner/ CEO? (in larger businesses: try the Director of Human Resources or Assistant Director)

IF SPEAKING: CONTINUE AND SET TIME FOR APPOINTMENT IF NEEDED
USE CONTACT SHEET TO SET APPOINTMENT
IF GET OWNER/ CEO: REPEAT AND CONTINUE
IF OWNER/ CEO UNAVAILABLE: OBTAIN TIME AND RECONTACT
IF NO ONE RESPONDS: THANK AND TERMINATE

QUALIFIER

Q22. For classification purposes, what is your current number of employees?
LIST # _____
IF LESS THAN 25, THANK FOR TIME BUT OUR QUOTAS ARE FILLED.
IF 25 OR MORE, CONTINUE

SECTION A. EMPLOYER BARRIERS

QNA. What is the biggest challenge you face today as an employer?
LIST

QNB. I am going to read a list of potential barriers to continued growth for a business. Please tell me which ones you see as a barrier to growth for your firm? (READ CHOICES – MARK YES OR NO)

Inadequate facilities
Access to capital
Government regulations
Slow research developments
Lack of technological innovations
Lack of local suppliers
Inadequate transportation
Availability of workforce/ qualified employees

SECTION B. HIRING DIFFICULTIES

QNC. Over the past 12 months, has your company had any difficulty filling vacant positions?
1 No – GO TO SECTION C
2 Yes

QNC1. Which of the following are reasons you are having hiring difficulties? READ EACH YES/
NO
Applicants lack relevant work experience

- Applicants lack educational credentials
- Applicants lack technical or occupations skills
- Low number of applicants
- Applicants lack soft skills
- Applicants unwilling to accept offered wages
- Applicants have criminal record (cannot pass background check)
- Commuting distance
- Applicants have difficulty passing drug test
- Applicants unwilling to accept work conditions
- Any other? LIST

QNC2. I am going to read a list of occupational areas. For each area, please tell me whether you have had or are currently having difficulty filling positions.
(CODE AS YES OR NO)

- ___ IT (Information Technology)/ Technical Services
- ___ Management
- ___ Business/ Financial
- ___ Sales
- ___ Office And Administration
- ___ Health Care
- ___ Transportation / Logistics
- ___ Manufacturing, Maintenance, Repair
- ___ Food Service, Hospitality and Tourism
- ___ Professional and Scientific
- ___ Arts, Entertainment, and Recreation
- ___ Government/ Public Administration

FOR EACH AREA MENTIONED, ASK THE FOLLOWING:

QNC3. What occupations are needed in (AREA)? Please be specific about the job title. (IF TITLE IS NOT KNOWN, please provide 1-3 words describing the job function.) Also, please tell me the number of vacancies you have had in the last year for the job.

- | | |
|------|--------|
| LIST | NUMBER |
| LIST | NUMBER |
| LIST | NUMBER |
| LIST | NUMBER |
| LIST | NUMBER |

QNC4. For (OCCUPATION CITED), what credentials are needed or required for this job?

- LIST
- LIST
- LIST

QNC5. What skills are needed for this job?

- LIST
- LIST
- LIST

QNC6. Is this job needed due to : (READ CHOICES)

- 1 Business growth/ expansion (adding new personnel)
- 2 Replacing a retiring worker

3 Turnover (replacing a worker who has left/ was let go)

QNC7. What educational level will be required? (DO NOT READ)

- 1 No formal education required
- 2 High school education/ GED
- 3 Technical certificate
- 4 Certification/ credential
- 5 Associate degree
- 6 Bachelor's degree
- 7 Master's degree
- 8 Professional degree (Ph.D., Law, Medicine, etc.)

WILL REPEAT FOR AS MANY JOBS AS MENTIONED

SECTION C. TRAINING

Q9. Are there any jobs at your company for which employees have to participate in annual continuing education or obtain CEU's to stay employed in the field?

- 1 Yes
- 2 No

Q9A. What areas? LIST: _____

Q10. Do you provide training to your employees?

- 1 Yes

Q10A. Do you ever use outside vendors for training your employees?

- 1 Yes

Q10B. Who do you consider as your major training partner?

No one

LIST

- 2 No – Q10C Why not? LIST

- 2 No – Q10D. Why not? (DO NOT READ)

1 No budget

2 Corporate does it/ in-house only

3 On-the-job training only

4 No need/ not required

5 No one to do training

6 Other: Q10E LIST: _____

SKIP TO SECTION D

Q13. How does your company meet the skill needs of your employees? Do you use: (READ CHOICES)
IF YES TO ANY OF THE FOLLOWING – ASK Why do you use_____for training?

In House Trainers/ On-The-Job Training

Seminars Or Conferences

Online Training/ Webinars

Four-Year Colleges And Universities

Community College Non-Degree Training Programs

Community College Degree Programs

Community College Training Programs

Commercial Training Provider/ Company

Vendor/ Equipment Manufacturer

Apprenticeship Programs
Any other? Q13A LIST

Q10F. What were the top three training programs you offered to employees in the last year?

TOPIC

TOPIC

TOPIC

QND. Would you consider offering employees the opportunity to enroll in a community college class or degree during work hours rather than doing in-house training to improve employee skills?

1 Yes

2 No

QND1. Why not? LIST

SECTION D. PROGRAM KNOWLEDGE

QNE. Please tell me how familiar you are with the following program and services offered by Harper College, using the scale of 5 = Very familiar to 1 = Not at all familiar. (CODING 5 to 1, 6 = DK)

Training services customized for your business

Free posting of your job opportunities on our electronic job board

Earn and Learn Program – Apprenticeships where entry-level employees sponsored by the company attend Harper classes leading to a degree and apply that knowledge in the workplace.

Promise Program – Scholarship program that builds workforce skills

Hosting job fairs

Harper College Mobile Unit (state of the art computer training room on wheels that can come to your business)

Small Business Development Center

Business Edvantage Program – offers in-district tuition rates to all of your employees whether they live in-district or not

Wojcik Conference Center that can host meetings and events for 5 to 250 people

Workforce Certification Center – Local certification testing center for National certificates

QNF. Would you like additional information or contact from the College about any of these programs or services?

REPEAT LIST ABOVE – mark yes to any

SECTION E. USE OF HARPER COLLEGE

Q15. Have you ever sent employees to classes at Harper College?

1 Yes

Q15A. Did you pay for the classes?

1 Yes

2 No

Q15B. Were you and your employees Satisfied or Dissatisfied with the classes?

(READ CHOICES)

1 Satisfied

- 2 Dissatisfied → Q15C. Why? LIST
- 2 No → Q15D. Why not? LIST

Q16. Have you ever had training provided to your employees by Harper College?

- 1 Yes

Q16A. What training was offered?

Q16B. Was it offered at Harper College or at your place of business?

- 1 Harper College
- 2 On-site at business

Q16C. Were you and your employees Satisfied or Dissatisfied with the training program? (READ CHOICES)

- 1 Satisfied
- 2 Dissatisfied → Q16D. Why? LIST

- 2 No → Q16E. Why not? LIST

Q5. Have you ever recruited graduates or students from Harper College for employment at your firm?

- 1 Yes

Q5A. Did you post the job on Harper College's website?

- 1 Yes
- 2 No
- 3 Did not know about it

Q5B. Did you hire the graduate or student?

- 1 Yes

Q5C. How satisfied were you with that individual as an employee?

- 1 Very Satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied

IF 4 or 5, Q5D. Why? LIST

- 2 No → Q5F. Why not? LIST

- 2 No

Q5E. Would you be interested in posting jobs on Harper College's website?

- 1 Yes
- 2 No
- 3 Did not know about it

Q18. At what level would you be willing to partner with Harper College to assist students in gaining real work experience? Would you be willing to:

	Yes	No	DK
Provide internships to students Paid, Unpaid or both	1	2	3
Allow students to job shadow your employees	1	2	3
You or your employees make presentations to middle school, high school, and college students about job requirements and general career field information	1	2	3
... presentations to students on skills needed in the work force, resume building, and interview skills	1	2	3

SECTION F. EMPLOYER SUPPORT OF EDUCATION

Q8. Examining your current employees and their educational backgrounds, is there a need for any of your employees to further their education and work on any of the following college degrees? (READ EACH)

	Yes	No	DK	How many?	What areas?
Associate degrees	1	2	3		List:
Bachelor's degrees	1	2	3		List:
Master's degrees	1	2	3		List:
Doctoral degrees	1	2	3		List:
Professional degrees	1	2	3		List:

NQH. Colleges can deliver degrees in various ways to make it more convenient for your employees to earn degrees. Do you believe that any of these degree formats would make your employees more likely to seek a college degree? For each I read, please tell me if you believe your employees would be more likely or less likely to enroll in a degree if this format was available. (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

Q20. Do you have any employees attending college classes at this time?

- 1 Do Not Know
- 2 No
- 3 Yes

What colleges are they attending?

Q20-1 LIST

Q20-2 Are they taking any courses online?

- 1 Yes
- 2 No

Q19. Do you offer any of the following incentives to employees to pursue education and training? (READ CHOICES AND MARK YES OR NO)

- Tuition reimbursement for credit classes
- Pay for books for credit classes
- Pay for noncredit training classes
- Pay for certification and testing
- Pay for CEUs (continuing education units)
- Allow flexible schedules for employees to attend college classes
- Paid release time for employees to attend college classes
- College classes held on-site at your business

Q- 0A. Are you aware that Harper has a program where employees can attend at in-district tuition if they live outside of the district?

- 1 Yes, aware
- 2 No, not aware

NQI. Are your employees aware of the program?

- 1 Yes, aware
- 2 No, not aware

NQIA. Would you be willing to work with Harper College to inform your employees about the program?

- 1 Yes
- 2 No
- 3 Do not know

SECTION G. BUSINESS INFORMATION

Now we are almost finished with the survey. Your answers to this section will be strictly confidential.

Q21. Is your business a sole proprietorship, partnership, or a corporation?

- 1 Non-Profit
- 2 Government
- 3 Sole Proprietorship
- 4 Partnership
- 5 Corporation

Q21A. Are you privately owned or publically traded?

- 1 Privately owned

Q21B. Are you a C Corporation or an LLC?

- 1 C
- 2 LLC
- 3 DK
- 2 Publically traded
- 3 DK

Q23. Do you plan on increasing or decreasing your employees in the next year?

- 1 Increasing >> Number: _____
- 2 Decreasing >> Number: _____
- 3 Stay the same

Q24. What would be the best way for Harper College to keep you informed of upcoming programs?
(DO NOT READ: FIRST RESPONSE ONLY)

- 1 Email
- 2 Mail
- 3 Telephone
- 4 Website
- 5 Do not send
- 6 Other? Q24A LIST

Q25. Would you be interested in Harper College contacting you about their educational, training, and consulting opportunities?

- 1 Yes (VERIFY CONTACT INFORMATION)
- 2 No

Thank you for your time and help. Your responses will be summarized as a group. A summary copy of the survey results will be available in Fall 2016. Would you like a copy of the results sent to you?

- 1 Yes (VERIFY NAME AND ADDRESS FROM CALL SHEET: MAKE ANY CHANGES AS NEEDED)
- 2 No

INTERVIEWER NAME:

DATE:

MARK SIC Grouping:

Agriculture, Forestry, and Fishing	01-09
Mining	10-14
Construction	15-17
Manufacturing	20-39
Transportation, Communications, Electric, Gas, and Sanitary	40-49
Wholesale Trade	50-51
Retail Trade	52-59
Finance, Insurance, Real Estate	60-67
Services	70-89
Public Administration, Nonclassifiable	91-99

SPECIFIC SIC Code: _____

SIC Description: _____

Employee Size from sheet: _____