

Community Relations as a Path for Building Resilience

Dr. Avis Proctor, President

Amie Granger, Community Relations
Manager

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President External Affairs



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Agenda

- Harper College overview
- Community engagement efforts and partnerships
- Measuring success and showcasing key achievements
- Think-Pair-Share
- Strategies for meaningful community engagement
- Discussion and insights
- Key takeaways and next steps



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What do you hope to learn from this session?

Enrollment

Fiscal Year 2024



22,904

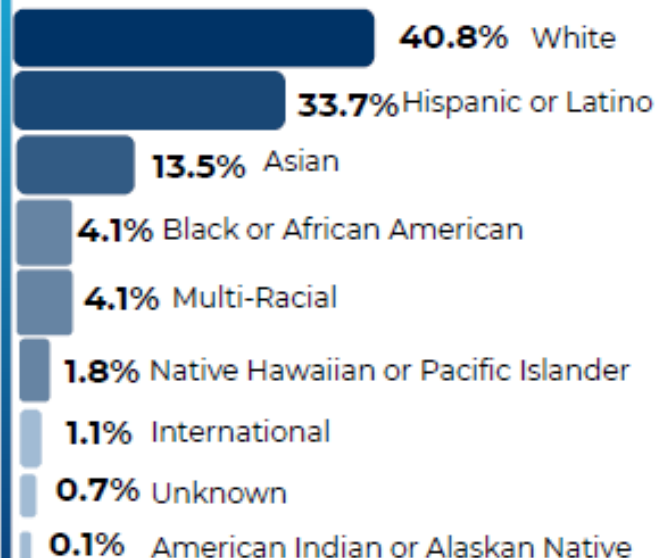
Credit
Students

3,795

Community
Education
Students

(Unduplicated Annual)

Fall 2024 Credit Students



71% Part-Time Students

29% Full-Time Students

Dual Credit Students



5,528

Dual Credit Students
were enrolled in
Fiscal Year 2024



20%

increase from Fiscal
Year 2020



Degrees & Certificates

4,445

Credentials Earned

1,836 Degrees

2,609 Certificates

(Fiscal Year 2024)



Harper Offerings

92 Associate Degrees
48 Certificates
6 Transfer Degrees



Student Success

(2021 IPEDS Cohort)

47.6% Graduation Rate

16.8% Transfer Rate

76.2% Advancement Rate

78% of fall 2023 **Students**
Returned in spring
2024

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 Harper College

External Affairs

- Marketing
- Communications
- Community Relations
- Legislative Affairs

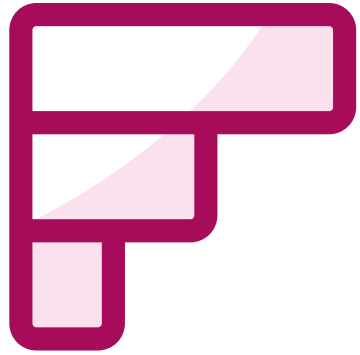


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es and his family found support and success beginning with
nglish literacy classes, and free child care, at [Partners for Our
ities](#) (POC) Communi... See more



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Does your organization have a dedicated community relations position or department?

A background image showing a college event. In the center, there is a bronze bust of a man. Behind it are two large white pop-up tents. To the left, a sign on a pole reads "TOP 25 IN THE NATION" and "ASPEN PRIZE". In the foreground, a crowd of people is walking on a paved path. The overall scene is outdoors on a sunny day with a brick building in the background.

To build awareness of and community support for Harper College,
resource connections for Harper students and enhance the
college's reputation in the community through strategic outreach
and communication.

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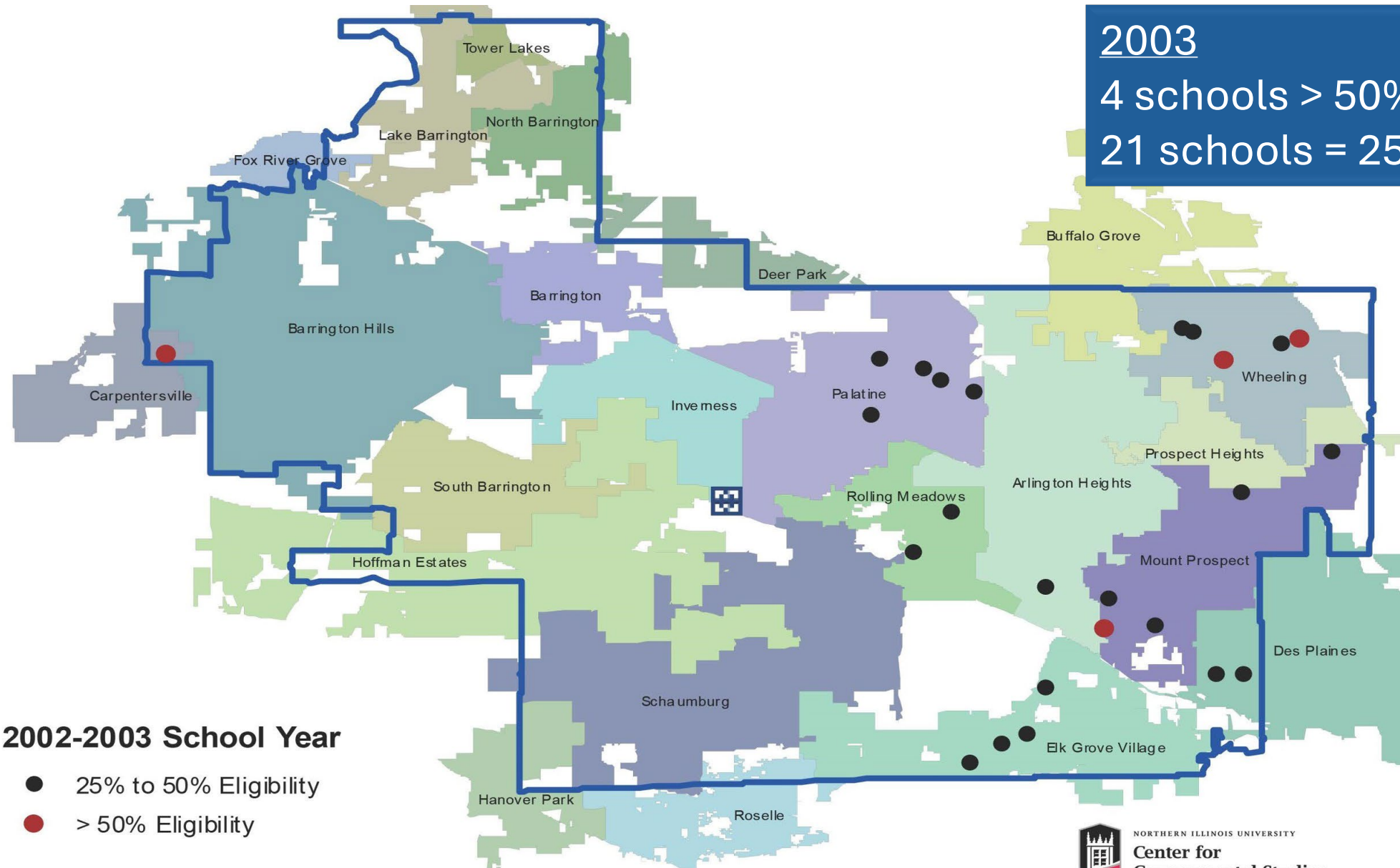
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 Harper College

2003

4 schools > 50%

21 schools = 25%-50%



Source: Illinois State Board of Education, Fall Enrollment Counts, 2002-03



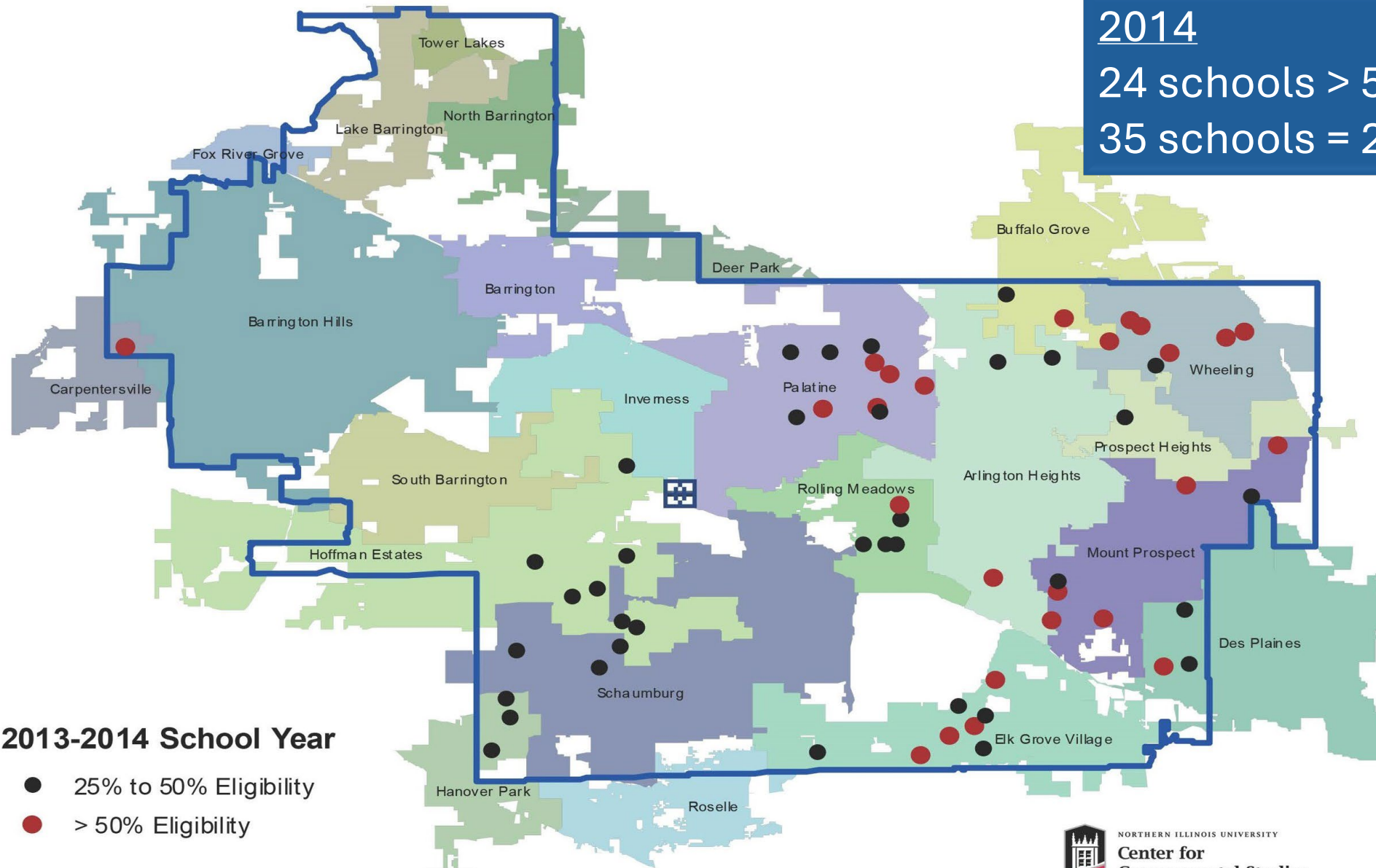
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2014

24 schools > 50%

35 schools = 25%-50%



Source: Illinois State Board of Education, Fall Enrollment Counts, 2013-14



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What are the biggest challenges facing your community?

Guiding Strategies

Awareness

Increase exposure to Harper programs, events and resources through broad outreach with the community and college partners.

Knowledge

Improve understanding of Harper programs, events and resources through focused outreach with the community and college partners.

Engagement

Expand access to Harper programs, events and resources through targeted engagement with the community and college partners.



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Areas of Focus

- Youth Engagement
 - School tours, events, workshops and activities on campus and in the community
- Partners
 - Civic organizations, community partners, business associations
- Community at Large
 - Increased community events on campus and new outreach efforts



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Strategic Plan Support

- Outreach specialists
- Funding for increased outreach supplies
- Funding for increased marketing
 - New resident mailer
 - Business guide ads
- Launched new events
 - Eclipse
 - Trunk or Treat



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Our Successes

- Youth Engagement
 - 28,000+ students participated in school tours
 - Partnerships with 40 schools across 6 K-8 districts
 - Participated in 300+ school sponsored events
 - Partnerships with 4 youth programs



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Our Successes

- Partners
 - 22 civic, community and business organizations
 - Partner with 20+ community organizations that support student needs
 - Participate on 6 partner boards
 - Collaboration with mobile pantry
 - 2018 referendum success



Harper College



MARK WELSH/mwelsh@dailyherald.com

Harper College in Palatine received approval Tuesday from the voters for a \$180 million bond issue to fund campus upgrades and maintenance over the next decade.

Harper College plan to borrow \$180 million approved by voters

BY ERIC PETERSON
epeterson@dailyherald.com

With 91 percent of precincts reporting late Tuesday, 61 percent of voters gave support to Harper Col-

them drop due to the repayment of prior borrowing. Voters' rejection of the proposal would have cut taxes by about \$23 for the owner of a \$250,000 house. The new request was to

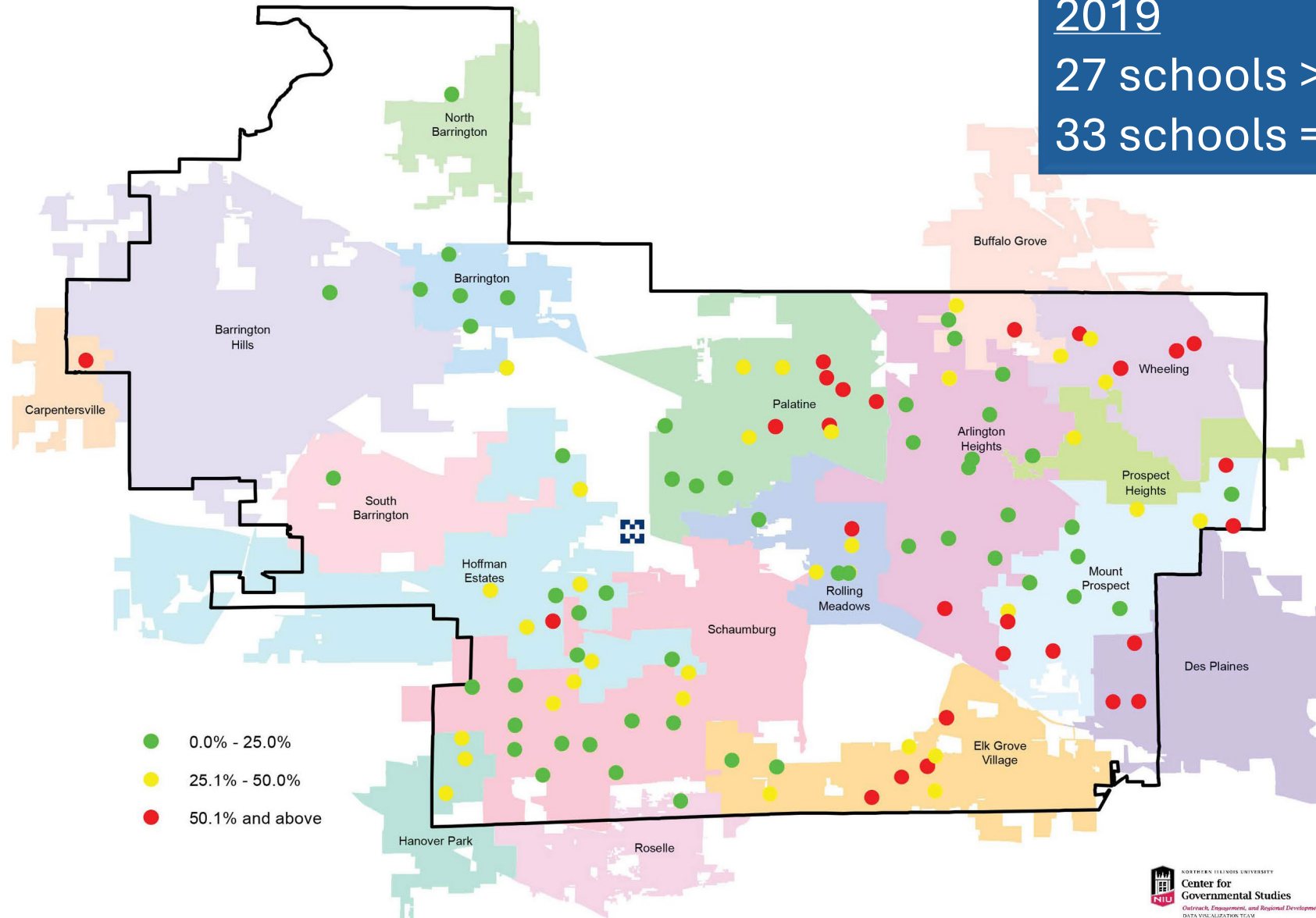


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2019

27 schools > 50%

33 schools = 25%-50%



Source: Illinois State Board of Education, Fall Enrollment Counts, 2018-19

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NORTHERN ILLINOIS UNIVERSITY
Center for
Governmental Studies
Outreach, Engagement, and Regional Development
DATA VISUALIZATION TEAM

Harper College

The Community's College

- 88% of residents are aware that Harper serves their area vs. 77% in 2019
- 77% of residents mention Harper most frequently vs. 49% in 2019
- 70% of residents are likely or very likely to recommend Harper



Data from 2023 Community Scan

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The Community's College

- 49% of residents have taken a course vs. 36% in 2016 and 2019
- 74% of residents have visited Harper for an event, class or to use a facility vs. 29% in 2019
- 59.7% would like to receive information about events open to the community



Data from 2023 Community Scan

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Case Study

- Create connection with families and underserved populations to increase awareness and understanding of resources and programs.
 - Focused on 5 high density apartment complexes within 3 communities
 - Collaborated with 3 partners
 - Mobile pantry
 - Harper representative at weekly set up
 - Since June 2023 connected with 6,700 families
 - Partners for our Communities
 - Monthly activities at community center in complex
 - Rolling Meadows Human Services
 - Activities at community center in complex and annual Family Day event



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Think-Pair-Share

- Goal
 - Develop engagement plan to connect with adult education students in your district.
- Deliverables
 - Group #1 – Outreach methods
 - Group #2 – Partnerships
 - Group #3 – Event or program ideas
- Steps and questions
 - All groups - Understanding community
 - Group #1 - Engagement strategies
 - Group #2 – Resources and partnerships
 - Group #3 – Building trust and engagement



Best Practices

- Listen to your partners
- Tap your experts
- Utilize your campus
- Make a plan
- It's a marathon not a sprint
- Tell your story



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Partnering with Harper is always seamless and rewarding! After taking a number of students and campers to main campus over the course of this partnership, I'm constantly reminded of how amazing the program offerings are! It's incredible to see the hope in the eyes of a young person (6-12 yrs old) as they get a chance to think about their interests and passions.

Rachel Lara, Palatine Park District and Partners for our Communities



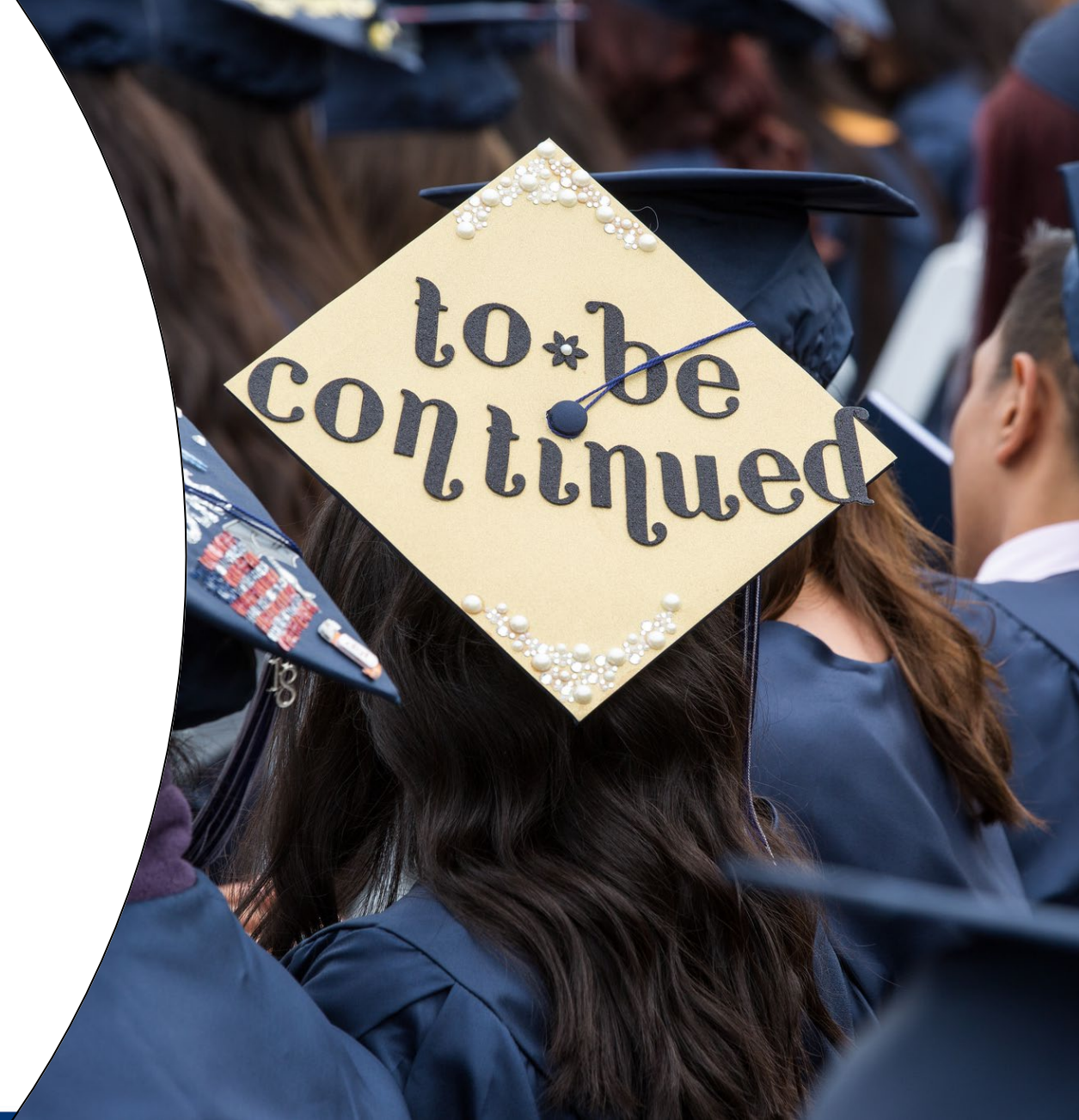
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JOURNEYS | The Road Home is so grateful for our partnership with Harper College. As we work together in our shared community, the Harper Community Innovation grant provided generous support for our HOPE Center services. Families have been the hardest hit by the current housing crisis and often require the most services to meet their needs. Your partnership has helped expand our services to care for local families, including 224 children, in our community this past winter.

Beth Nabors, Executive Director, JOURNEYS | The Road Home

Questions



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Session Evaluation

Please take a moment to evaluate this session.

- Two ways to access the form:
 - Log into the Attendee Service Center. Select the session and select the evaluation form next to the title.
 - Log into your mobile app. Select this session and access the evaluation form.



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