2019 Community Scan

• Comprised Of Two Surveys
  • Community Scan (Residents In District)
    • Measure Awareness, Familiarity, Knowledge Of The Programs And Services, Importance And Performance On Programs And Services, Engagement With The College, Needs Of Adult Students
  • Employer Scan (Employers In District)
    • Difficulty In Recruiting Applicants Or Filling Positions, Identifying Skills Gaps, Employer Training Needs, Employees’ Educational Incentives, Knowledge Of College’s Programming And Services, Usage
2019 Community Scan Methodology

- **Community - 600 Interviews**
  - Data Collection
    - Online Panel And Telephone Interviws (Landlines And Cells)
    - 589 Online Interviews January 29 To March 19, 2019
    - 11 Telephone Surveys Conducted February 1 To March 25, 2019
    - 95% Reliability; ± 4.0% Error
  - Stratified By Zip Codes, Age, Ethnicity Across District, School Districts D211, D214, D220
  - Replication From 2010, 2013, And 2016

- **Employers - 321 Interviews**
  - Data Collection
    - Qualification: Only Employers With 10+ Employees Interviewed (6,232 Employers)
    - January 25 To April 1, 2019
    - 95% Reliability; ± 5.5% Error
  - Stratified By Zip Codes Across District And SIC Code
  - Largest To Smallest Employers
  - Compared Where Applicable To 2013 And 2016 Results
Harper College’s Connections To Residents And Employers
Harper College’s Connections To Residents And Employers
Familiarity (All Mentions)

- Harper College
- College Of DuPage
- DePaul University
- Elgin Community College
- Loyola University
- Northern Illinois University
- Northwestern University
- Oakton Community College
- Roosevelt University
- University Of Chicago
- University Of Illinois
- University Of Illinois - Chicago

Percent

- 2010 Residents
- 2013 Residents
- 2016 Residents
- 2019 Residents
### Keyword Descriptors

<table>
<thead>
<tr>
<th>College</th>
<th>2013 Descriptors</th>
<th>2016 Descriptors</th>
<th>2019 Descriptors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harper College</td>
<td>Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big</td>
<td>Community, Community College, Junior College, Local, Good (College, Start, Two-Year), Convenient, Diverse, Excellent</td>
<td>Community, Community College, Local, Good, Affordable, Excellent</td>
</tr>
<tr>
<td>College Of DuPage</td>
<td>Community, Good</td>
<td>Community College, Troubled, Scandal, Junior College</td>
<td>Community College, Community, Local, Affordable, Good, Okay</td>
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<tr>
<td>Elgin Community College</td>
<td>Community College, Two-Year College, Local, Good</td>
<td>Community, Good, Local</td>
<td>Good, Affordable, Community College, Cheap, Community</td>
</tr>
<tr>
<td>Oakton Community College</td>
<td>Community College, Local, Good, Close To Home</td>
<td>Community College, Local, Junior College</td>
<td>Community, Local, Good, Close, Okay</td>
</tr>
</tbody>
</table>

2019 New Harper Words: Amazing, Awesome, Convenient, Corporate, High Quality, High Ranking, Modern, Outreaching, Popular, Quality, Successful, And Useful
Harper Best Known For 2019

COMMUNITY.EDUCATION
TRANSFER
HIGH-LEVEL EDUCATION
TEACHING
SUMMER SCHOOL
COMMUNITY
FIRE SCIENCE
TECHNICAL/TRADES
ENGINEERING
HIGH TAXES
TECHNOLOGY
HELPFUL
NURSING
SERVICES
DENTAL HYGIENIST
EASY
SPORTS
EDUCATION
COURSES
FRIENDLY
VALUE
FLEXIBILITY
LARGE
AFFORDABILITY
LOCAL
TRAINING
MUSIC
ASSOCIATE
COMMUNITY.COLLEGE
EMT
QUALITY
DIVERSITY
GOOD
GENERAL.ED
MEDICAL
CAMPUS
EXCELLENCE
TEACHERS
VARIETY
CLASSES
APPRENTICESHIPS
PROFESSORS
MODERN
HEALTHCARE
BUSINESS
CNA
PARTIES
FREE COLLEGE
ACADEMICS
ACCESSIBLE
JUNIOR COLLEGE
ART
CONVENIENCE
CAREER PATHS
CERTIFICATES
Support And Fiscal Responsibility

- The financial resources are well managed at Harper College.
  - 2016 Residents: 47.8%
  - 2019 Residents: 45.6%

- Harper College collaborates and coordinates with community organizations regarding allocation of available resources.
  - 2016 Residents: 50.1%
  - 2019 Residents: 56.4%

- Residents’ opinions are considered important when Harper College makes decisions about new programs and services.
  - 2016 Residents: 51.3%
  - 2019 Residents: 53.2%

- Harper College is an important contributor to the economy of my community.
  - 2016 Residents: 60.8%
  - 2019 Residents: 63.6%
Factors Defining A Comprehensive Community College

- Career and technical programs leading to a career: 81.2%
- Academic transfer to a four-year college or university: 81.1%
- Workforce development programs for adults: 72.2%
- College classes for high school students: 64.2%

2019 Residents
Harper College’s Connections To Residents And Employers

The Residents
<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>Attributes</th>
<th>PERFORMANCE</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost/ Value For Money/ Affordable/ Financial Aid</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Flexible Course Scheduling – Day, Evening, Weekend, Online</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>The Right Courses</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Classes And Programs Offered At The Times Needed</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Variety Of Programs</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Convenient Locations</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Successful Transfer To A Four-Year College After Attending Harper</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Academic Reputation</td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>Providing Programs That Lead To Jobs In High Demand Occupations</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>Career Development</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Job Training Ties To Job Opportunities For Adults In The Community</td>
<td>14</td>
</tr>
<tr>
<td>12</td>
<td>Job Placement</td>
<td>16</td>
</tr>
<tr>
<td>13</td>
<td>Personal Attention</td>
<td>15</td>
</tr>
<tr>
<td>14</td>
<td>University Center</td>
<td>17</td>
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<tr>
<td>15</td>
<td>Promise Scholarship Program</td>
<td>11</td>
</tr>
<tr>
<td>16</td>
<td>Offering College Courses To High Schoolers To Jump Start Their College Careers</td>
<td>8</td>
</tr>
<tr>
<td>17</td>
<td>Apprenticeships</td>
<td>18</td>
</tr>
<tr>
<td>18</td>
<td>Health And Recreation Center</td>
<td>12</td>
</tr>
</tbody>
</table>
Interest In Education And Training

- Earning a GED or a high school diploma
- Learning English or to speak or read English better
- Improving skills to move up in a current job or to get a new job
- Earning credentials or certifications for current job or a new job
- Taking college classes
- Seeking or finishing a college degree
- Recreational or leisure classes, not job related
- None of the above

<table>
<thead>
<tr>
<th></th>
<th>2016 Residents</th>
<th>2019 Residents</th>
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<tbody>
<tr>
<td>Earning a GED or a high</td>
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<td>14.3</td>
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<tr>
<td>school diploma</td>
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<tr>
<td>Learning English or to</td>
<td>8.3</td>
<td>11.3</td>
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<tr>
<td>speak or read English</td>
<td></td>
<td></td>
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<tr>
<td>better</td>
<td></td>
<td></td>
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<tr>
<td>Improving skills to</td>
<td>6.5</td>
<td>9.7</td>
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<tr>
<td>move up in a current</td>
<td></td>
<td></td>
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<tr>
<td>job or to get a new job</td>
<td></td>
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</tr>
<tr>
<td>Earning credentials or</td>
<td>8.3</td>
<td>7.3</td>
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<tr>
<td>certifications for</td>
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<tr>
<td>current job or a new job</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taking college classes</td>
<td>24.3</td>
<td>20.5</td>
</tr>
<tr>
<td>Seeking or finishing a</td>
<td>8.3</td>
<td>7.3</td>
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<tr>
<td>college degree</td>
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<td></td>
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<tr>
<td>Recreational or leisure</td>
<td>45.7</td>
<td>33.8</td>
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<tr>
<td>classes, not job related</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percent
Attendance Preferences

• 50%+ Prefer …

  • To Attend Morning, 8:00am To Noon; Afternoon, Noon To 5:00pm; Evening, 5:00pm To 10:00pm

  • To Enroll In Traditional Instructor Led; Accelerated; Hybrid; Evening Classes Only; Online Only

• To Start Every Eight Weeks

• Classes To Run Every Eight Weeks
Harper College’s Connections To Residents And Employers
Difficulty Filling Vacant Positions In Last Year

- Difficulty filling vacant positions: 2016 Employers 55.3%, 2019 Employers 54.8%
- Applicants lack relevant work experience: 2016 Employers 58.1%, 2019 Employers 46.0%
- Low number of applicants: 2016 Employers 40.3%, 2019 Employers 77.9%
- Applicants lack technical or occupational skills: 2016 Employers 50.0%, 2019 Employers 34.7%
- Applicants lack necessary education level, certification or training: 2016 Employers 27.9%, 2019 Employers 33.5%
- Applicants lack employability skills: 2016 Employers 25.6%, 2019 Employers
- Applicants unwilling to accept offered wages: 2016 Employers 17.6%, 2019 Employers 57.0%
- Applicants unwilling to accept work conditions: 2016 Employers 20.9%, 2019 Employers 14.8%
- Applicants lack soft skills: 2016 Employers 9.7%, 2019 Employers 44.8%

Applicants lack soft skills
Applicants unwilling to accept work conditions
Applicants unwilling to accept offered wages
Applicants lack necessary education level, certification or training
Applicants lack technical or occupational skills
Applicants lack employability skills
Low number of applicants
Applicants lack relevant work experience
Difficulty filling vacant positions
Current Responses To Hiring Challenges

- Increased recruiting efforts: 84.2%
- Increased training: 70.8%
- Raised pay scale or benefits: 64.3%
- Increased overtime hours for current workers: 63.7%
- Did not fill the job opening: 56.1%
- Hired a less qualified job applicant: 55.6%
Future Responses To Hiring Challenges

- Send new hires to training programs: 49.0%
- Work with community colleges to develop training for new hires: 48.1%
- Hire a less qualified job applicant: 44.7%
- Pay for employees to participate in apprenticeship programs: 43.2%
- Increase training: 42.0%
- Utilize paid interns: 40.5%
Employee Participation In Education

- Willing to work with Harper to inform employees: 73.2% (2016 Employers: 68.3%) (2019 Employers: 73.2%)
- Awareness of Harper program where employees pay in-district rates: 27.0% (2016 Employers: 20.9%) (2019 Employers: 23.5%)
- Interested in Harper College providing an education plan for employees: 23.5% (2019 Employers)
- Majority of employees take advantage of education incentives offered: 29.0% (2016 Employers)
Interest In Harper’s Employer Programming

- Free posting of your job opportunities on our electronic job board
- Hosting job fairs
- Business Edvantage
- Internships – paid and unpaid
- Apprenticeships Promise
- Training services customized for your business
- Free ESL and GED classes
Interested In Assistance From Harper College

Interested in assistance from Harper

2013 Employers: 23.5%
2016 Employers: 36.9%
2019 Employers: 63.9%
Harper College’s Connections To Residents And Employers