

# How Harper College Utilizes the Community Survey Results

Committee of the Whole  
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# Community Survey

Conducted every three years to accomplish the following:

- Measure the awareness and knowledge of the College and the programs and services
- Test the recall of the media used by the College
- Assess importance of the College's programs and services with constituents and its performance
- Determine levels of engagement with the College
- Assess the constituents' attitudes of the College's performance on the core mission activities
- Preferences for obtaining information about the College

# Major Users

- Harper College for Businesses
- Career and Technical Programs & Continuing Education
- Admissions
- Career Center
- Community Relations & Foundation
- Marketing Services
- Northeast Center Planning
- Strategic Planning

# Harper College for Businesses

Reaching out to the businesses who completed the survey to discuss partnering with the College.

We have segmented the list into three groups based on our:

- previous relationship,
- prominence of the business, and
- ability to serve their perceived needs.

Based on these divisions, Dr. Ender, Dr. Coons, and Harper College for Businesses are working through the list.

# Career and Technical Programs & Continuing Education

Using information on workforce skill needs and growth in the program:

- Planning for existing programs
- Consideration of new program development

A work group comprised of Continuing Education and credit career deans was established to coordinate program creation efforts in response to identified workforce needs such as this.

# Admissions

Using data on how the community utilizes the College to:

- Leveraging on campus events more effectively for recruiting adults. (over 54% of residents have attended one)
- Expanding use of direct mail/newsletters for recruitment (tied for 2<sup>nd</sup> place with newspapers)
- Expanding alignment with workforce development areas to embed internships into our admissions/enrollment outreach. (Application to enrollment to job opportunities...)
- Coordinating on business outreach efforts

# Career Center

Using information on workforce skill needs and growth in staff meeting to:

- review what employers are looking for in graduates.
- expand messaging to students about the importance of internships.
- develop additional internship opportunities.
- align with recruitment for annual Job Fair.

# Community Relations and Foundation

- Utilizing the survey as a basis for the development of the Community Relations Plan along with focus group results.
- Guide marketing strategies for the Foundation based on community and business feedback.
- Leverage feedback from the survey to build the scholarship program at Harper College and offer more scholarships to the community.



# Marketing Services

- Utilize the “best known for”, media preference and media awareness data to determine how best to target future marketing efforts;
- Create a strategy to respond to decrease in the awareness by residents of which community college serves their area and what Harper College is best known for;
- Increase the budget and reprioritized existing budget to increased the budget for “brand awareness” advertising on radio, Daily Herald, cable television, outdoor billboards and online;
- Add an additional direct mail campaign following the survey results which showed media recall was highest with materials sent to the home.

# Strategic Planning

- Utilize data on image and community expectations (local four year degrees, and more certifications and degrees tied to jobs) in their mission development and next strategic plan efforts

## Northeast Center Planning

- Utilized the survey results to inform the plan to repurpose the NEC.

# Questions

