

How Harper College Utilizes the Community Survey Results

Committee of the Whole
November 13, 2013

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 2nd 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

