Community Scan Results
Methodology

- 400 Interviews
- Data Collection
  - Online Panel And Telephone Interviews (Landlines And Cells)
- 95% Reliability; ± 4.9% Error
- Stratified By Zip Codes Across District
  - Target Is Residents, Not Potential Students
- Online Survey February 9 To 29, Telephone Survey March 1 To 31, 2016
- Replication/Comparison To 2010 And 2013
• Measure The Awareness And Knowledge With The College And The Programs And Services
• Assess Importance Of The College’s Programs And Services With Constituents And Its Performance On Those
• Levels Of Engagement With The College
• Accountability Of The College To The Community
• Defining The Needs Of The Adult Student
<table>
<thead>
<tr>
<th>College</th>
<th>2013 Description</th>
<th>2016 Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harper College</td>
<td>Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big</td>
<td>Community, Convenient, Junior, Local</td>
</tr>
<tr>
<td>College Of DuPage</td>
<td>Community, Good</td>
<td>Community College, Troubled, Scandal, Junior College</td>
</tr>
<tr>
<td>Elgin Community College</td>
<td>Community College, Two-Year College, Local, Good</td>
<td>Community, Good, Local</td>
</tr>
<tr>
<td>Oakton Community College</td>
<td>Community College, Local, Good, Close To Home</td>
<td>Community College, Local, Junior College</td>
</tr>
</tbody>
</table>
Important Attributes Defined In 2010 Survey

Importance And Performance Measured In 2013 And 2016

- Scales Used:
  - 7 = Very Important To 1 = Not Important
  - 7 = Excellent To 1 = Poor

- Importance
  - 2013: 6.51 To 3.79
  - 2016: 6.41 To 4.55

- Performance
  - 2013: 6.08 To 4.22
  - 2016: 6.05 To 4.87
<table>
<thead>
<tr>
<th>Importance</th>
<th>Attributes</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost/ Value For Money/ Affordable/ Financial Aid</td>
<td>2.5</td>
</tr>
<tr>
<td>2</td>
<td>Classes And Programs Offered At The Times Needed</td>
<td>10.5</td>
</tr>
<tr>
<td>3</td>
<td>Academic Reputation</td>
<td>6</td>
</tr>
<tr>
<td>4.5</td>
<td>Successful Transfer To A Four-Year College After Attending Harper</td>
<td>2.5</td>
</tr>
<tr>
<td>4.5</td>
<td>Career Development</td>
<td>9</td>
</tr>
<tr>
<td>6.5</td>
<td>Flexible Course Scheduling – Day, Evening, Weekend, Online</td>
<td>4.5</td>
</tr>
<tr>
<td>6.5</td>
<td>The Right Courses</td>
<td>14.5</td>
</tr>
<tr>
<td>8</td>
<td>Academic Programs</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Convenient Locations</td>
<td>4.5</td>
</tr>
<tr>
<td>10</td>
<td>Variety Of Programs</td>
<td>10.5</td>
</tr>
<tr>
<td>Importance</td>
<td>Attributes</td>
<td>Performance</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>11</td>
<td>Providing Programs That Lead To Jobs In High Demand</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>Continuing Education</td>
<td>1</td>
</tr>
<tr>
<td>13.5</td>
<td>Meeting Adults' Education Needs</td>
<td>12</td>
</tr>
<tr>
<td>13.5</td>
<td>Teachers With Real World Experience</td>
<td>19</td>
</tr>
<tr>
<td>15</td>
<td>Welcoming To All Residents Of The District</td>
<td>7</td>
</tr>
<tr>
<td>16</td>
<td>Job Training Ties To Job Opportunities For Adults In The Community</td>
<td>17</td>
</tr>
<tr>
<td>17.5</td>
<td>Computer Training</td>
<td>14.5</td>
</tr>
<tr>
<td>17.5</td>
<td>Professional Development</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>Personal Attention</td>
<td>23</td>
</tr>
<tr>
<td>20</td>
<td>Source Of Employee Training For Employers In The District</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>Offering College Courses To High School Students To Jump Start Their College Careers</td>
<td>13</td>
</tr>
<tr>
<td>22</td>
<td>Developing Community Partnerships</td>
<td>21</td>
</tr>
<tr>
<td>23</td>
<td>Well-Known Faculty</td>
<td>24</td>
</tr>
<tr>
<td>24</td>
<td>Collaborating With K-12 Schools</td>
<td>22</td>
</tr>
<tr>
<td>25</td>
<td>Well-Known Students</td>
<td>25</td>
</tr>
</tbody>
</table>
Engagement With Harper College

- Taken Courses
  - 2013 Residents: 28.8%
  - 2016 Residents: 86.0%
- Certificate
  - 2013 Residents: 3.3%
  - 2016 Residents: 10.4%
- Degree
  - 2013 Residents: 5.5%
  - 2016 Residents: 22.9%
- Attended Event
  - 2013 Residents: 54.0%
  - 2016 Residents: 45.8%

Participated in Job Training/Employee Training Provided By Harper College
- 2013 Residents: 5.3%
- 2016 Residents: 4.8%

Provided Support To Harper College
- 2013 Residents: 4.0%
- 2016 Residents: 4.3%

Likely To Support In Future
- 2013 Residents: 27.5%
Accountability At Harper College

The financial resources are well managed at Harper College.

Harper College collaborates and coordinates with community organizations regarding allocation of available resources.

Harper College manages its resources well.

Harper College is an important contributor to the economy of my community.

Residents’ opinions are considered important when Harper College makes decisions about new programs and services.
Adults’ Interest In Education And Training

- None: 45.7%
- College Class: 6.5%
- Degree: 8.3%
- Job Training: 7.0%
- Certification/Credential: 8.3%
- Recreational/Leisure: 24.3%
## Demographic Characteristics

<table>
<thead>
<tr>
<th>Years Lived In District</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than Five Years</td>
<td>3.2</td>
<td>6.5</td>
<td>12.8</td>
</tr>
<tr>
<td>5 To 10 Years</td>
<td>8.4</td>
<td>12.0</td>
<td>16.8</td>
</tr>
<tr>
<td>11 To 20 Years</td>
<td>22.0</td>
<td>24.0</td>
<td>22.8</td>
</tr>
<tr>
<td>21 Years Or More</td>
<td>66.4</td>
<td>54.5</td>
<td>41.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 To 24</td>
<td>0.0</td>
<td>0.8</td>
<td>5.5</td>
</tr>
<tr>
<td>25 To 40</td>
<td>4.8</td>
<td>16.0</td>
<td>29.5</td>
</tr>
<tr>
<td>41 To 54</td>
<td>25.2</td>
<td>30.5</td>
<td>28.3</td>
</tr>
<tr>
<td>55 To 64</td>
<td>25.6</td>
<td>37.8</td>
<td>24.0</td>
</tr>
<tr>
<td>65 And Over</td>
<td>44.4</td>
<td>15.0</td>
<td>12.8</td>
</tr>
</tbody>
</table>
### Demographic Characteristics

<table>
<thead>
<tr>
<th>Highest Level Of Education</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than High School</td>
<td>0.4</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>8.0</td>
<td>7.5</td>
<td>7.0</td>
</tr>
<tr>
<td>Some College/ Vocational Or Technical School</td>
<td>23.6</td>
<td>13.8</td>
<td>16.8</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>0.0</td>
<td>6.8</td>
<td>10.3</td>
</tr>
<tr>
<td>College Graduate/ Four-Year Degree</td>
<td>40.0</td>
<td>42.3</td>
<td>39.8</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>28.0</td>
<td>28.0</td>
<td>23.8</td>
</tr>
</tbody>
</table>
Key Findings/Opportunities

- Major Gain in Unaided Recall
- Market Opportunity Among Adults
  - Aligning Classes/Programs Wanted and Needed Current Offerings
  - Opportunity for New Programming – Credentials and Certification
- Event Attendance
  - Drop from Last Survey
  - Importance
Employer Scan Results
• Employers’ Perceived Barriers To Growth
• Difficulty Filling Vacant Positions
• Employer Training Needs And Preferences
• Knowledge Of Harper’s Programming For Employers
• Usage Of Harper College
• Employees’ Educational Needs And Employer Support
Methodology

• 311 Interviews Completed
• Qualification: Only Employers With 25+ Employees Interviewed
  • 2,639 Total Employers In Service Area With 25+ Employees
• 95% Reliability; ± 5.6% Error
• Stratified By Zip Codes Across District And SIC Code
  • Largest To Smallest Employers
• February 5 to March 31, 2016
• Compared Where Applicable To 2013 Results
## Employer Characteristics

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>2013 Employers</th>
<th>2016 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, And Mining</td>
<td>1.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Contractors And Construction</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.1</td>
<td>13.2</td>
</tr>
<tr>
<td>Transportation, Communication, And Utilities</td>
<td>5.4</td>
<td>6.1</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>6.9</td>
<td>7.1</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>18.0</td>
<td>24.4</td>
</tr>
<tr>
<td>Finance, Insurance, And Real Estate</td>
<td>9.7</td>
<td>5.1</td>
</tr>
<tr>
<td>Services</td>
<td>38.9</td>
<td>30.9</td>
</tr>
<tr>
<td>Public Administration, Non-Classifiable Establishments</td>
<td>4.3</td>
<td>3.5</td>
</tr>
</tbody>
</table>
# Employer Characteristics

<table>
<thead>
<tr>
<th>Future Employment</th>
<th>2013 Employers</th>
<th>2016 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Number of Employees</td>
<td>62,614</td>
<td>50,006</td>
</tr>
<tr>
<td>Percent Forecasting Increase In Employees</td>
<td>38.9</td>
<td>47.9</td>
</tr>
<tr>
<td>Number Of Employees – Increase</td>
<td>2,329</td>
<td>2,746</td>
</tr>
<tr>
<td>Percent Forecasting Decrease In Employees</td>
<td>3.1</td>
<td>1.6</td>
</tr>
<tr>
<td>Number Of Employees – Decrease</td>
<td>100</td>
<td>128</td>
</tr>
</tbody>
</table>
Employers' Biggest Challenge Today

- Finding Qualified Candidates
  - Difficulty Finding Candidates With The Needed Skills, Training, And Experience
  - Turnover
  - Training
  - Other Areas
    - Competition, Maintaining Profits, Market Share
    - Cost Of Health Care
    - Cultural Differences
• Availability Of Workforce/Qualified Employees (82%)
• Current Employee Skill Level (55%)
• Government Regulations (38%)
• Inadequate Transportation (20%)
• Access To Capital (18%)
Difficulty Filling Vacant Positions In Last Year

- Low Number Of Applicants: 77.9%
- Applicants Lack Relevant Work Experience: 58.1%
- Applicants Unwilling To Accept Offered Wages: 57.0%
- Applicants Lack Technical Or Occupational Skills: 50.0%
- Applicants Lack Soft Skills: 44.8%
- Commuting Distance: 34.9%
- Applicants Lack Educational Credentials: 27.9%
- Applicants Unwilling To Accept Work Environment: 20.9%
- Applicants Have A Criminal Record (Cannot Qualify): 20.9%
- Applicants Have Difficulty Passing Drug Test: 13.4%
- Other: 14.0%

2016 Employers
Job Areas Difficult To Fill In Last Year

- Food Service, Hospitality, Or Tourism: 24.4%
- Sales: 22.1%
- Management: 18.0%
- Health Care: 16.3%
- Manufacturing, Maintenance, Repair: 15.7%
- Professional, Scientific, And Technical Services: 12.2%
- Office And Administration: 9.3%
- Transportation Or Logistics: 7.0%
- IT (Information Technology): 6.4%
- Business/ Financial: 5.2%
- Arts, Entertainment, And Recreation: 2.9%
- Government/ Public Administration: 0.6%

2016 Employers
Job Areas Difficult To Fill In Last Year – 4,367 Vacancies

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

Number

- Less Than 100 Employees
- 100 Or More Employees
Job Areas Difficult To Fill In Last Year – Reasons For Vacancies

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

[Bar chart showing the reasons for vacancies in various job areas.]
CEUs Required 2013: 47% Employers Have Occupations Requiring CEUs

CEUs Required 2016: 42% Employers Have Occupations Requiring CEUs
Training Delivery Preferences

- In-House Trainers/ Hands-On Training: 88.1% (2013), 98.0% (2016)
- Online Training/ Webinars: 68.4% (2013), 70.8% (2016)
- Seminars/ Conferences: 58.3% (2013), 58.3% (2016)
- Vendor/ Equipment Manufacturer: 14.6% (2013), 12.3% (2016)
- Four-Year Colleges: 13.0% (2013), 13.0% (2016)
- Community College Degree Programs: 10.9% (2013), 11.3% (2016)
- Commercial Training Provider: 30.1% (2013), 13.0% (2016)
- Community College Training: 30.1% (2013), 13.0% (2016)
- Apprenticeships: 10.9% (2013), 10.9% (2016)
- Community College Non-Degree Training: 10.9% (2013), 10.9% (2016)

Allow Employees To Enroll In Community College Class Or Degree During Work Hours In Lieu Of In-House Training
25.2% 100+, 22.5% <100

2013 Employers

2016 Employers
Knowledge Of Harper’s Employer Programming

- Harper College Mobile Unit: 3.96
- Training Services Customized For Your Business: 3.81
- Small Business Development Center: 3.81
- Promise Program: 3.75
- Earn And Learn Program: 3.74
- Business Edvantage Program: 3.74
- Workforce Certification Center: 3.69
- Wojcik Conference Center: 3.64
- Free Posting Of Your Job Opportunities On Our Electronic Job Board: 3.41
- Hosting Job Fairs: 3.18

1=Not At All To Very Familiar=5

Less Than 5% Wanted Information About Areas

2016 Employers
<table>
<thead>
<tr>
<th>Category</th>
<th>2013 Employers</th>
<th>2016 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruited Graduates Or Students Of Harper College</td>
<td>31.7%</td>
<td>30.9%</td>
</tr>
<tr>
<td>Posted Jobs On College Website</td>
<td>47.7%</td>
<td>65.6%</td>
</tr>
<tr>
<td>Hired Graduate</td>
<td>70.8%</td>
<td>87.4%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>55.2%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Interest In Posting Jobs On Harper College's Website</td>
<td>62.0%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Service Provided</td>
<td>2013 Employers</td>
<td>2016 Employers</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Provide Internships To Students (Paid, Unpaid, Or Both)</td>
<td>45.1%</td>
<td>42.4%</td>
</tr>
<tr>
<td>Allow Students To Job Shadow Employees</td>
<td>40.6%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Make Presentations To Middle School, High School, And College Students About Job Requirements And General Career Field Information</td>
<td>36.9%</td>
<td>39.5%</td>
</tr>
<tr>
<td>Give Presentations To Students On Skills Needed In The Workforce, Resume Building, And Interview Skills</td>
<td>33.1%</td>
<td>39.5%</td>
</tr>
</tbody>
</table>
Employees Need To Earn Degrees

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degrees</td>
<td>195</td>
<td>6.7</td>
</tr>
<tr>
<td>Bachelor's Degrees</td>
<td>419</td>
<td>10.3</td>
</tr>
<tr>
<td>Master's Degrees</td>
<td>205</td>
<td>17.1</td>
</tr>
<tr>
<td>Doctoral Degrees</td>
<td>15</td>
<td>0.5</td>
</tr>
<tr>
<td>Professional Degrees</td>
<td>17</td>
<td>0.9</td>
</tr>
</tbody>
</table>

- **Less Than 100 Employees** (Red Bar)
- **100 Or More Employees** (White Bar)
Employees’ College Attendance

- Employees Attending Colleges: 28% Harper College
- Enrolled In Online Classes/Programs: 10.4% for 2013 Employers, 29.0% for 2016 Employers
Employers’ Support Of Employee Education

- Tuition Reimbursement For Credit Classes
  - 2013 Employers: 45.7%
  - 2016 Employers: 47.9%
- Flexible Schedules For Employees To Attend College Classes
  - 2013 Employers: 61.4%
- Pay For Certification And Testing
  - 2013 Employers: 46.6%
  - 2016 Employers: 43.4%
- Pay For CEUs
  - 2013 Employers: 35.7%
  - 2016 Employers: 33.1%
- Pay For Noncredit Training Classes
  - 2013 Employers: 27.7%
  - 2016 Employers: 28.6%
- Pay For Books For Credit Classes
  - 2013 Employers: 20.9%
  - 2016 Employers: 20.9%
- Paid Release Time For Employees To Attend College Classes
  - 2013 Employers: 8.0%
  - 2016 Employers: 7.4%
  - College Classes Held On-Site At Your Business
- Employees Aware Harper College Provides Employees With In-District Tuition
- Employer Would Work With College To Inform Employees Of Program
  - 2013 Employers: 8.0%
  - 2016 Employers: 3.5%

Percent
Major Findings/Opportunities

- Assistance In Solving Worker Pool For Employers
- Retirements’ Impact On Qualified Employees
- Opportunities For Offering Credentials And Certifications
- Increasing Employee Use Of In-District Tuition And Tuition Reimbursement
Questions?