



Community And Employer Scan Results

Presentation
May 11, 2016

Community Scan Results



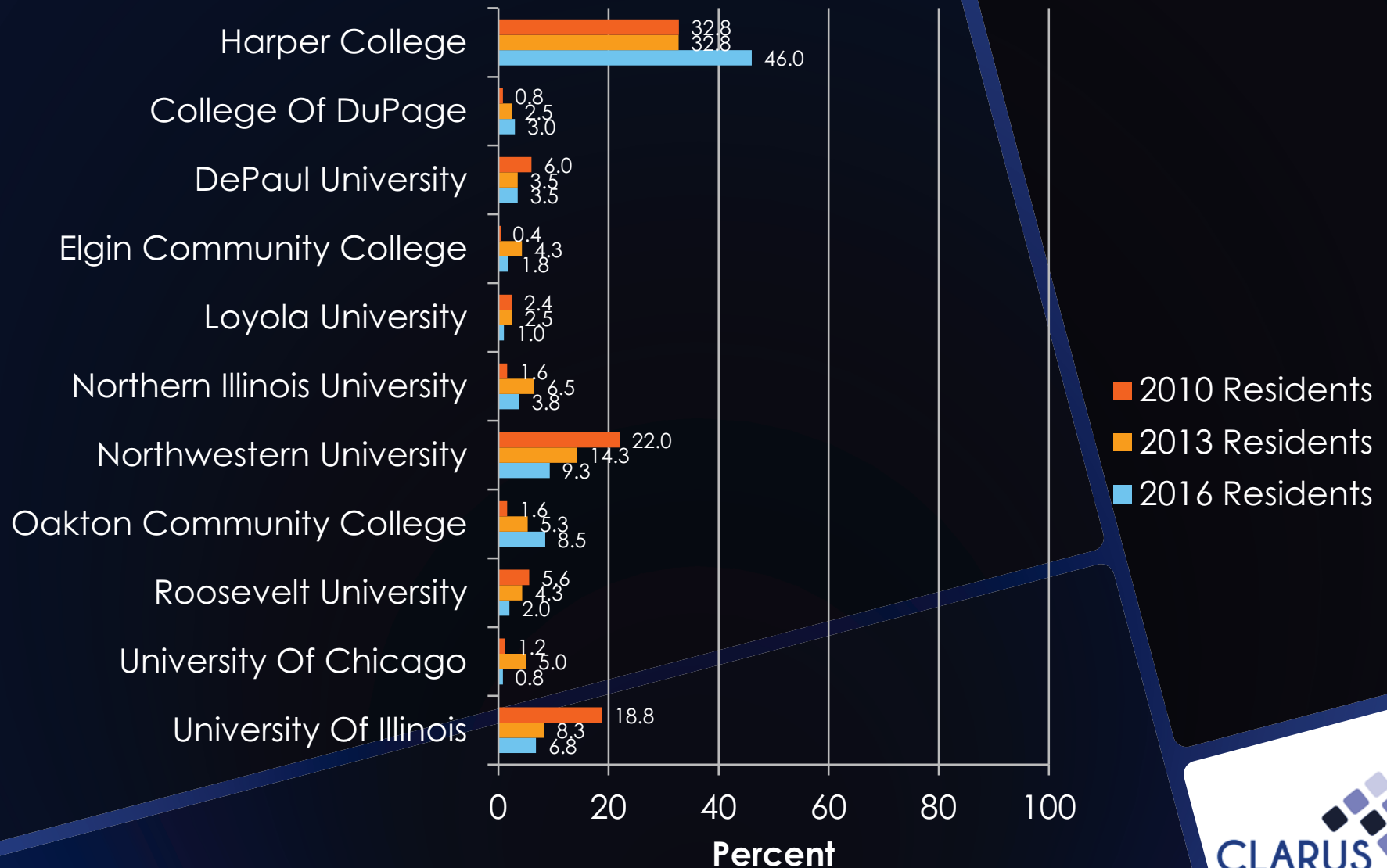
Methodology

- 400 Interviews
 - Data Collection
 - Online Panel And Telephone Interviews (Landlines And Cells)
 - 95% Reliability; \pm 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

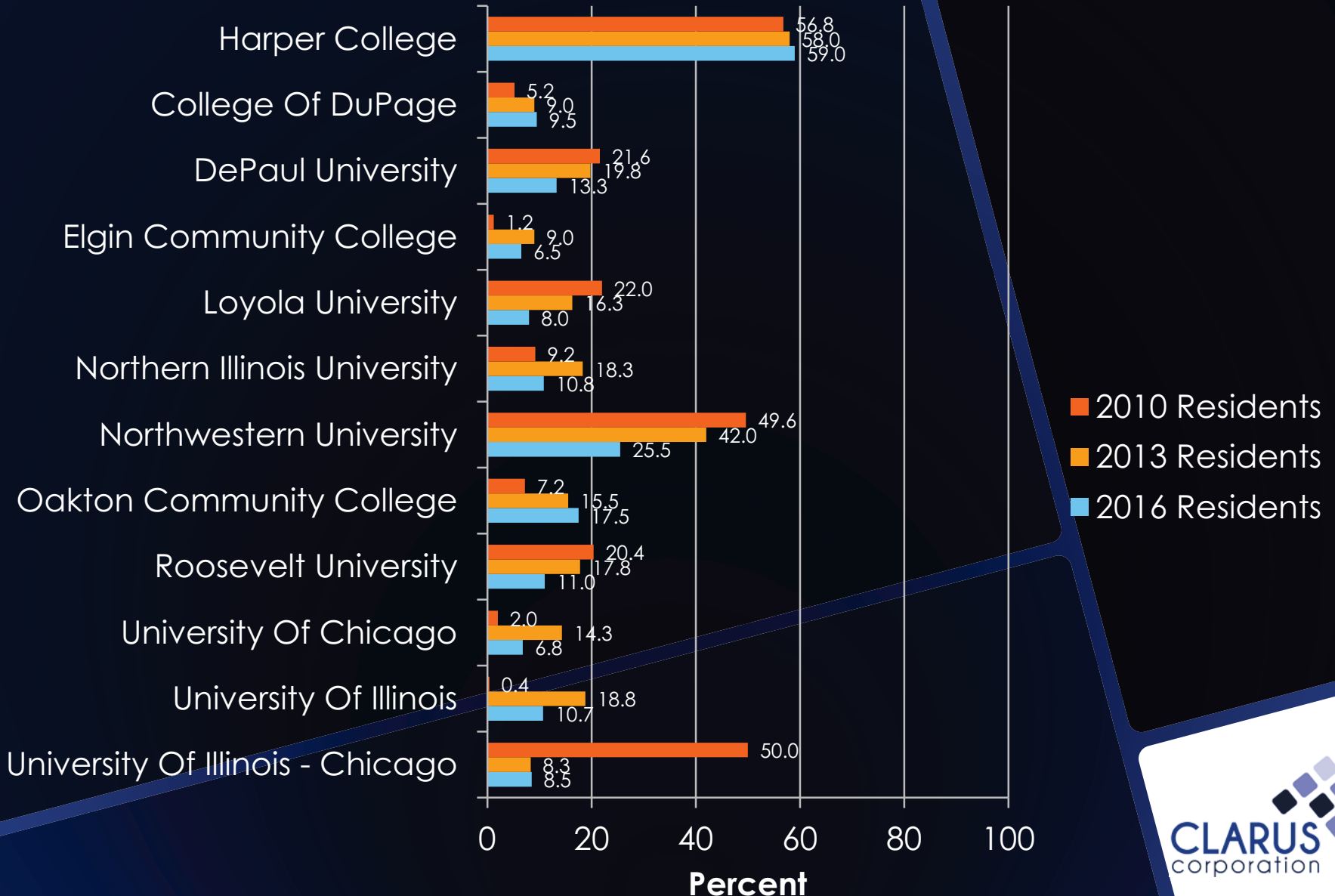
- Measure The Awareness And Knowledge With The College And The Programs And Services
- Assess Importance Of The College's Programs And Services With Constituents And Its Performance On Those
- Levels Of Engagement With The College
- Accountability Of The College To The Community
- Defining The Needs Of The Adult Student

Goals

Top Of Mind Awareness (First Mention)



Familiarity (All Mentions)



Keyword Descriptors

Harper College

- 2013: Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big
- 2016: Community, Convenient, Junior, Local

College Of DuPage

- 2013: Community, Good
- 2016: Community College, Troubled, Scandal, Junior College

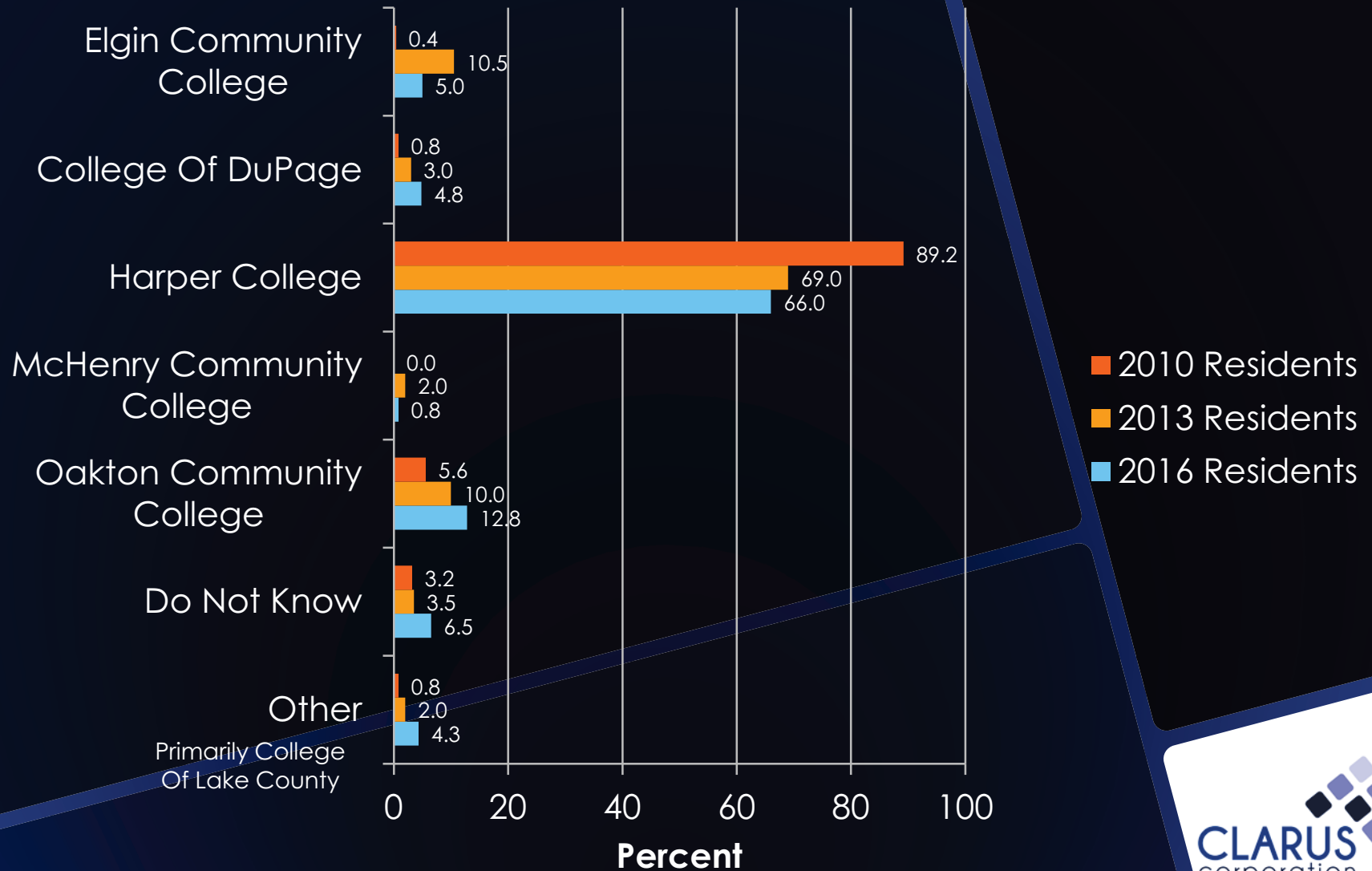
Elgin Community College

- 2013: Community College, Two-Year College, Local, Good
- 2016: Community, Good, Local

Oakton Community College

- 2013: Community College, Local, Good, Close To Home
- 2016: Community College, Local, Junior College

Knowledge Of Which Community College Serves Residents



Harper College Best Known For In 2013



Importance And Performance Of Attributes

- 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

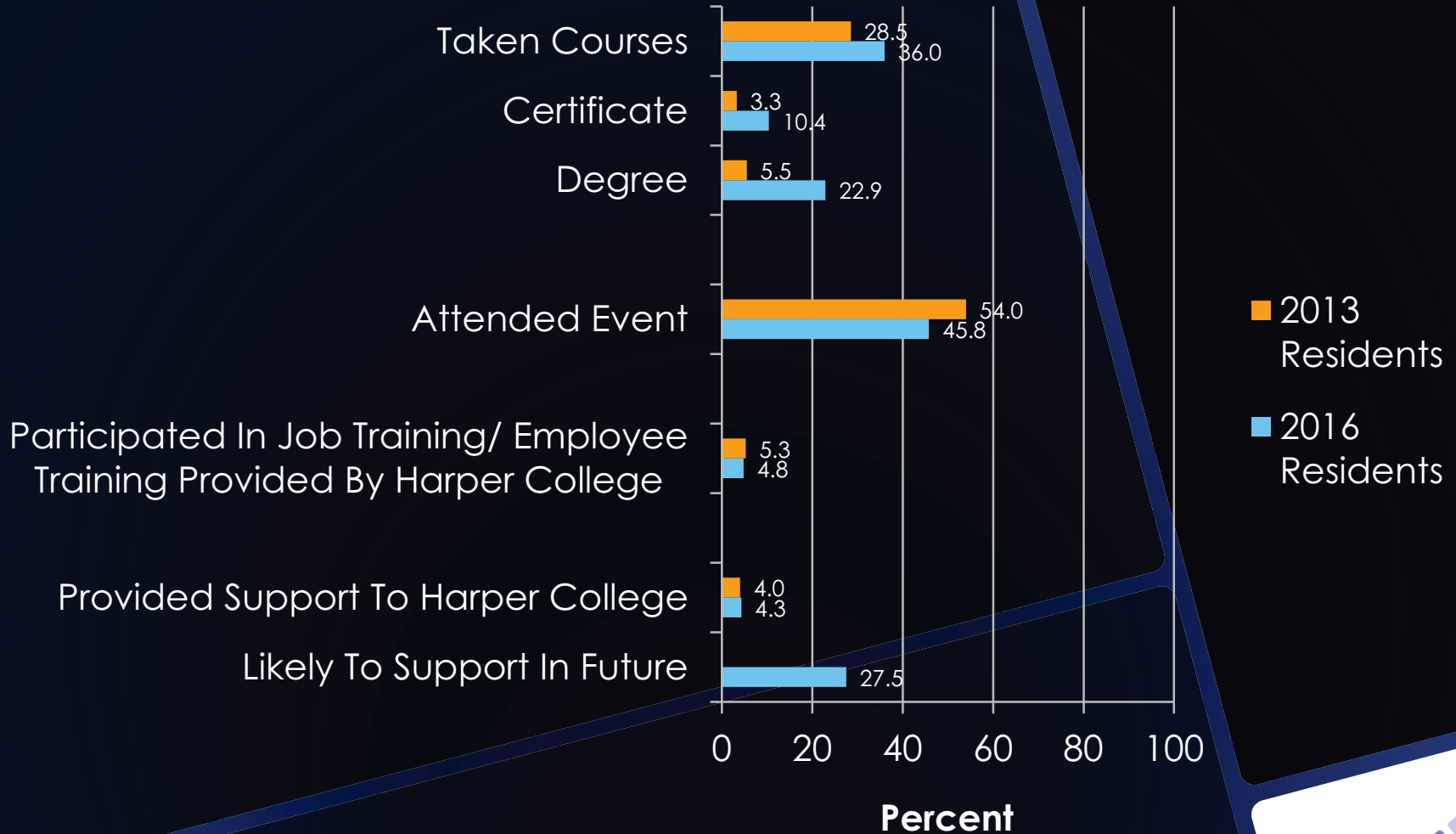
Key Attributes 2010 Noted As Important

IMPORTANCE	Attributes	PERFORMANCE
1	Cost/ Value For Money/ Affordable/ Financial Aid	2.5
2	Classes And Programs Offered At The Times Needed	10.5
3	Academic Reputation	6
4.5	Successful Transfer To A Four-Year College After Attending Harper	2.5
4.5	Career Development	9
6.5	Flexible Course Scheduling – Day, Evening, Weekend, Online	4.5
6.5	The Right Courses	14.5
8	Academic Programs	8
9	Convenient Locations	4.5
10	Variety Of Programs	10.5

Key Attributes 2010 Noted As Important

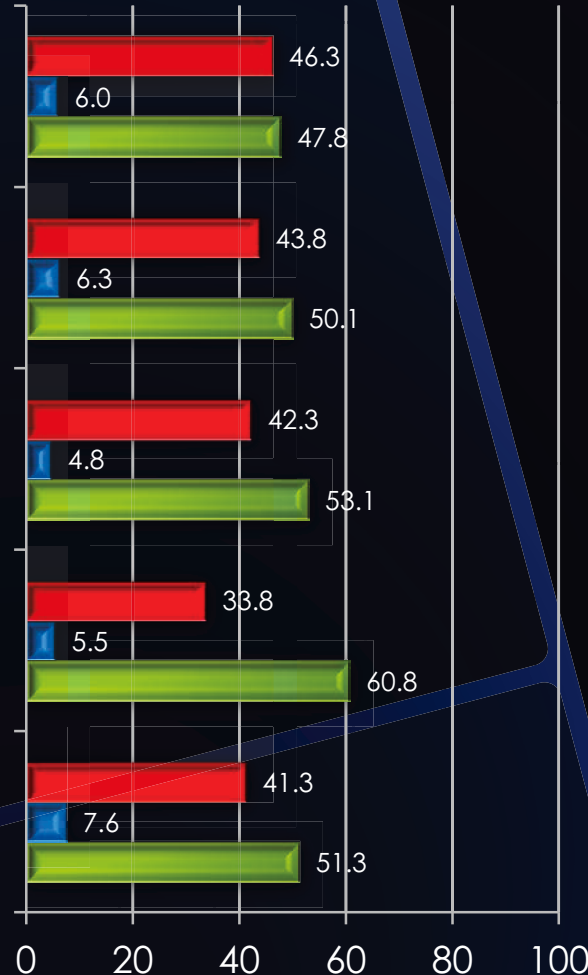
IMPORTANCE	Attributes	PERFORMANCE
11	Providing Programs That Lead To Jobs In High Demand	16
12	Continuing Education	1
13.5	Meeting Adults' Education Needs	12
13.5	Teachers With Real World Experience	19
15	Welcoming To All Residents Of The District	7
16	Job Training Ties To Job Opportunities For Adults In The Community	17
17.5	Computer Training	14.5
17.5	Professional Development	18
19	Personal Attention	23
20	Source Of Employee Training For Employers In The District	20
21	Offering College Courses To High School Students To Jump Start Their College Careers	13
22	Developing Community Partnerships	21
23	Well-Known Faculty	24
24	Collaborating With K-12 Schools	22
25	Well-Known Students	25

Engagement With Harper College



Accountability At Harper College

The financial resources are well managed at Harper College.



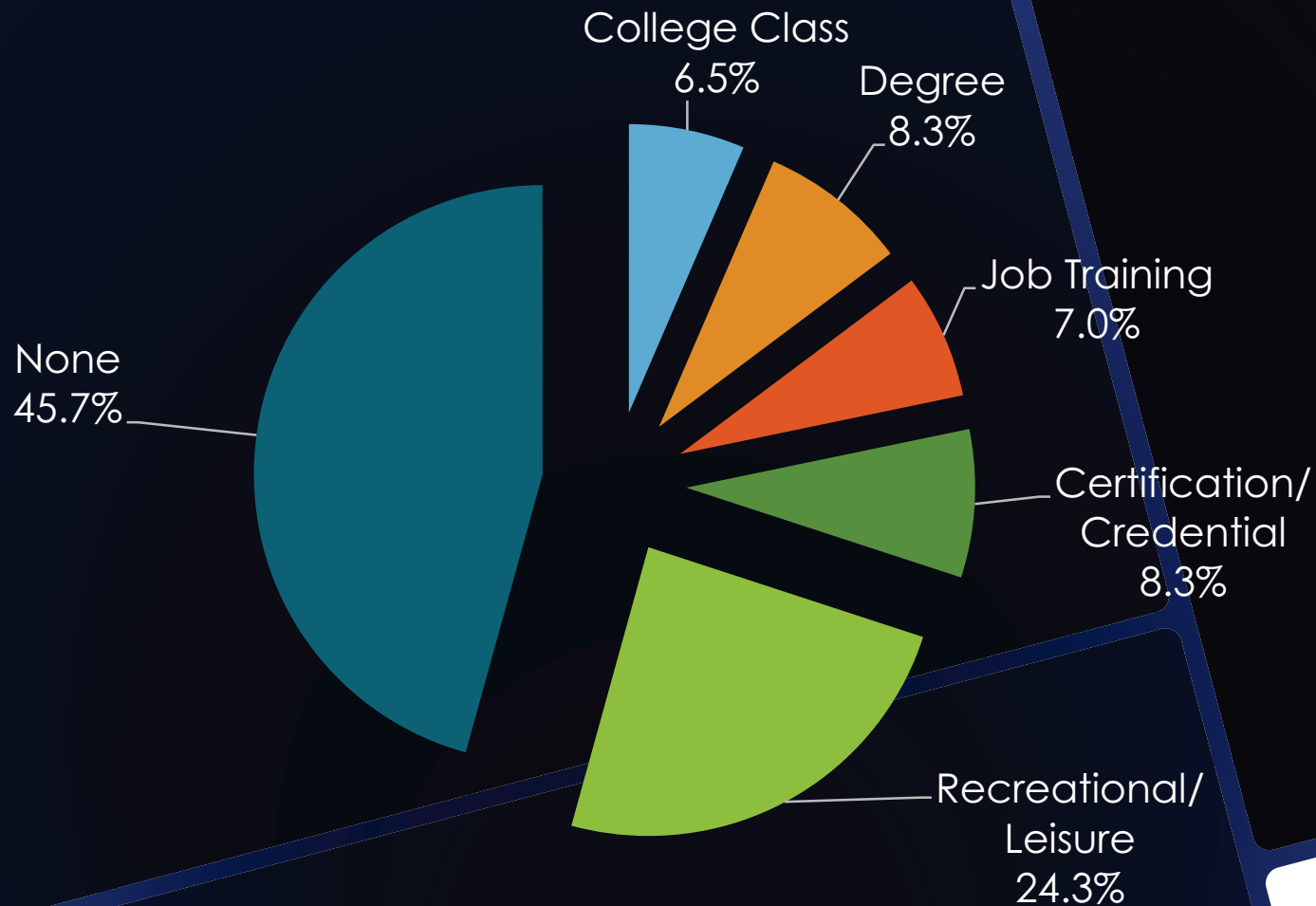
■ Do Not Know

■ Disagree/
Strongly
Disagree

■ Agree/
Strongly Agree

Percent

Adults' Interest In Education And Training



Demographic Characteristics

	2010 Residents	2013 Residents	2016 Residents
Years Lived In District			
Less Than Five Years	3.2	6.5	12.8
5 To 10 Years	8.4	12.0	16.8
11 To 20 Years	22.0	24.0	22.8
21 Years Or More	66.4	54.5	41.8
Age			
18 To 24	0.0	0.8	5.5
25 To 40	4.8	16.0	29.5
41 To 54	25.2	30.5	28.3
55 To 64	25.6	37.8	24.0
65 And Over	44.4	15.0	12.8

Demographic Characteristics

	2010 Residents	2013 Residents	2016 Residents
Highest Level Of Education			
Less Than High School	0.4	1.0	1.0
High School Graduate	8.0	7.5	7.0
Some College/ Vocational Or Technical School	23.6	13.8	16.8
Associate Degree	0.0	6.8	10.3
College Graduate/ Four- Year Degree	40.0	42.3	39.8
Post Graduate	28.0	28.0	23.8

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 Certifications
- 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

Purpose

Methodology

- 311 Interviews Completed
 - Qualification: Only Employers With 25+ Employees Interviewed
 - 2,639 Total Employers In Service Area With 25+ Employees
 - 95% Reliability; $\pm 5.6\%$ 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

	2013 Employers	2016 Employers
SIC Code		
Agriculture, Forestry, And Mining	1.7	1.6
Contractors And Construction	8.0	8.0
Manufacturing	7.1	13.2
Transportation, Communication, And Utilities	5.4	6.1
Wholesale Trade	6.9	7.1
Retail Trade	18.0	24.4
Finance, Insurance, And Real Estate	9.7	5.1
Services	38.9	30.9
Public Administration, Non- Classifiable Establishments	4.3	3.5

Employer Characteristics

	2013 Employers	2016 Employers
Future Employment		
Current Number of Employees	62,614	50,006
Percent Forecasting Increase In Employees	38.9	47.9
Number Of Employees – Increase	2,329	2,746
Percent Forecasting Decrease In Employees	3.1	1.6
Number Of Employees – Decrease	100	128

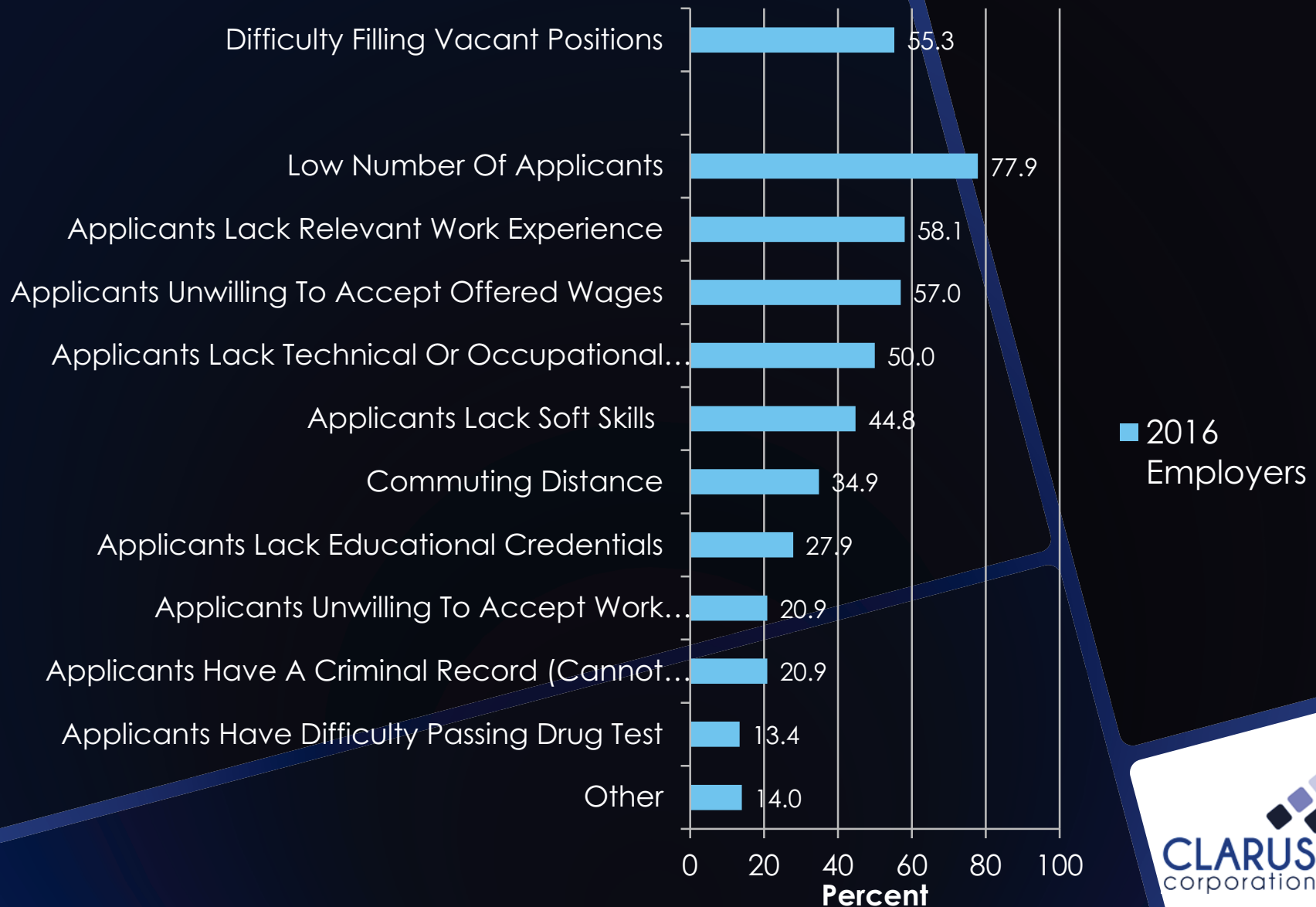
Employers' Biggest Challenge Today

- 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

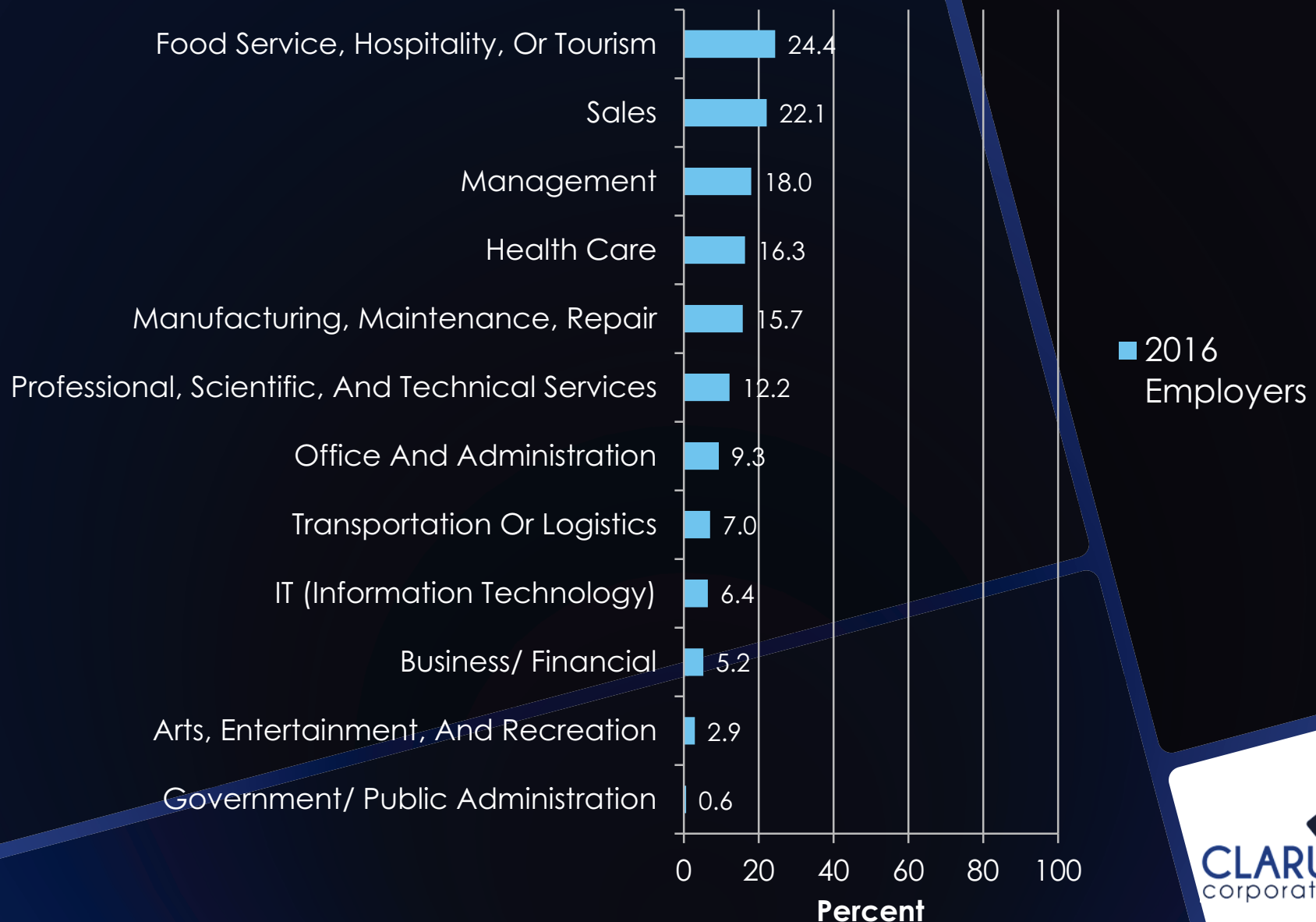
- Availability Of Workforce/
Qualified Employees (82%)
- Current Employee Skill Level
(55%)
- Government Regulations
(38%)
- Inadequate Transportation
(20%)
- Access To Capital (18%)

Continued Growth
Major Barriers To

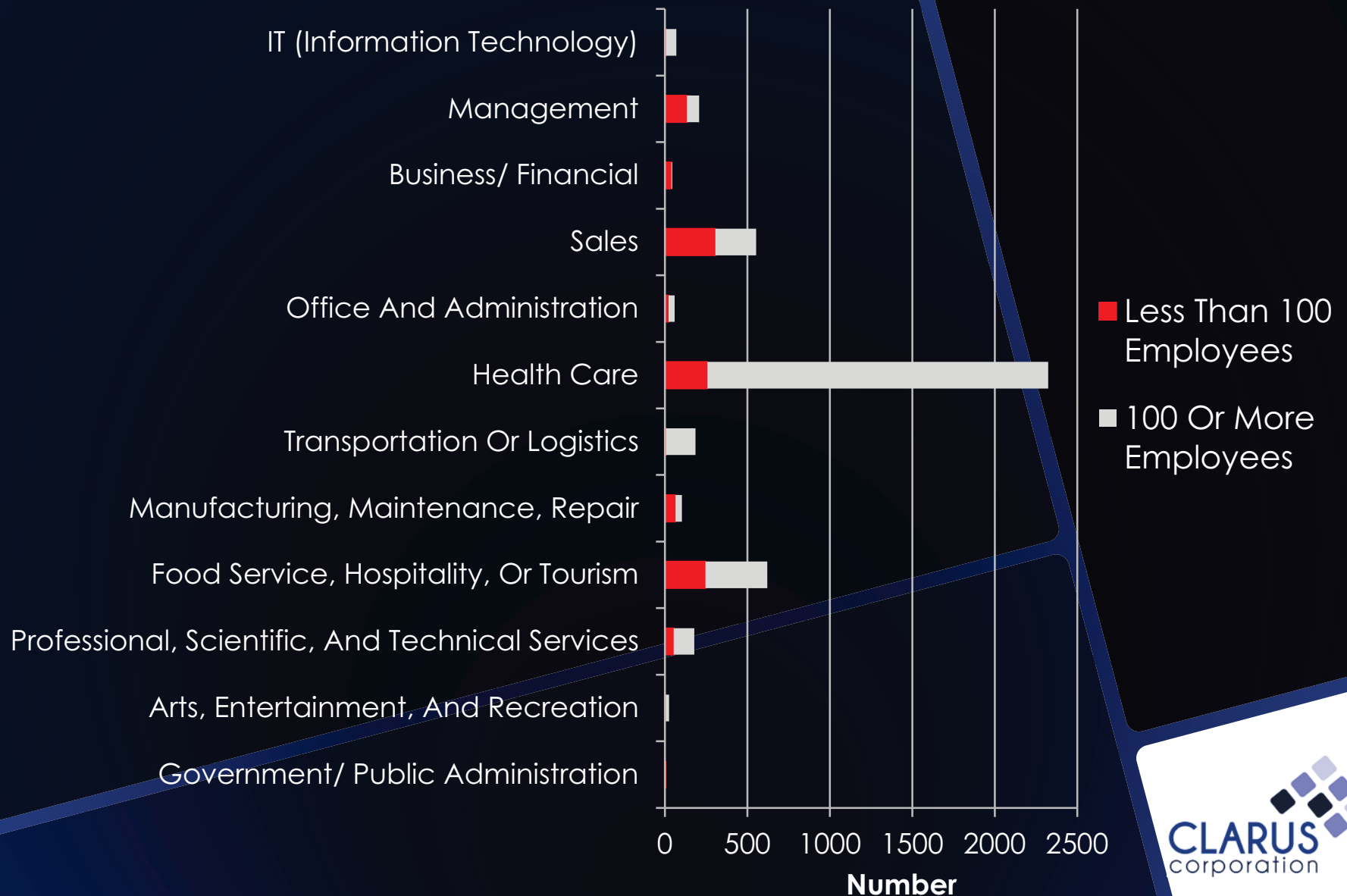
Difficulty Filling Vacant Positions In Last Year



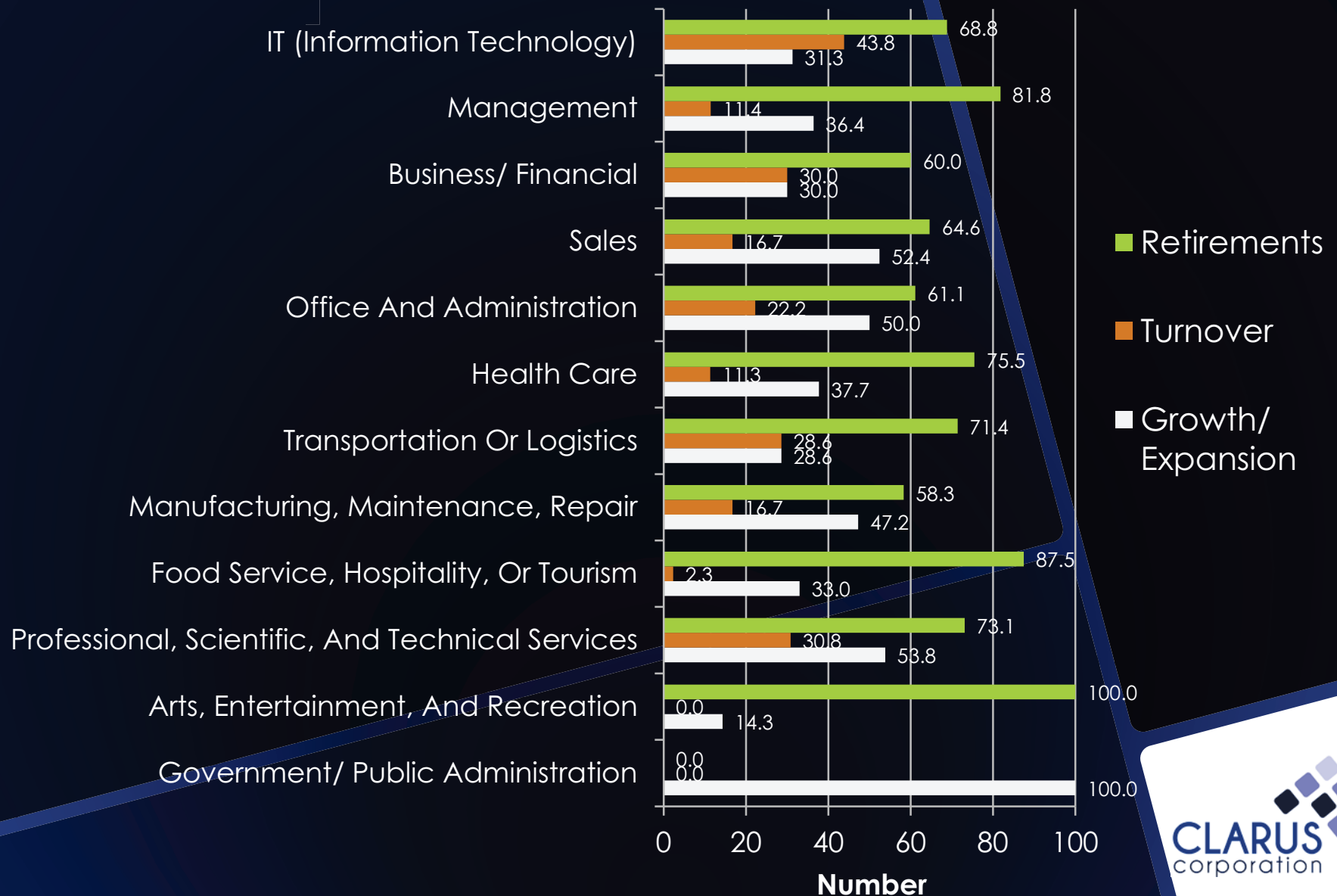
Job Areas Difficult To Fill In Last Year



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



Job Areas Difficult To Fill In Last Year – Reasons For Vacancies



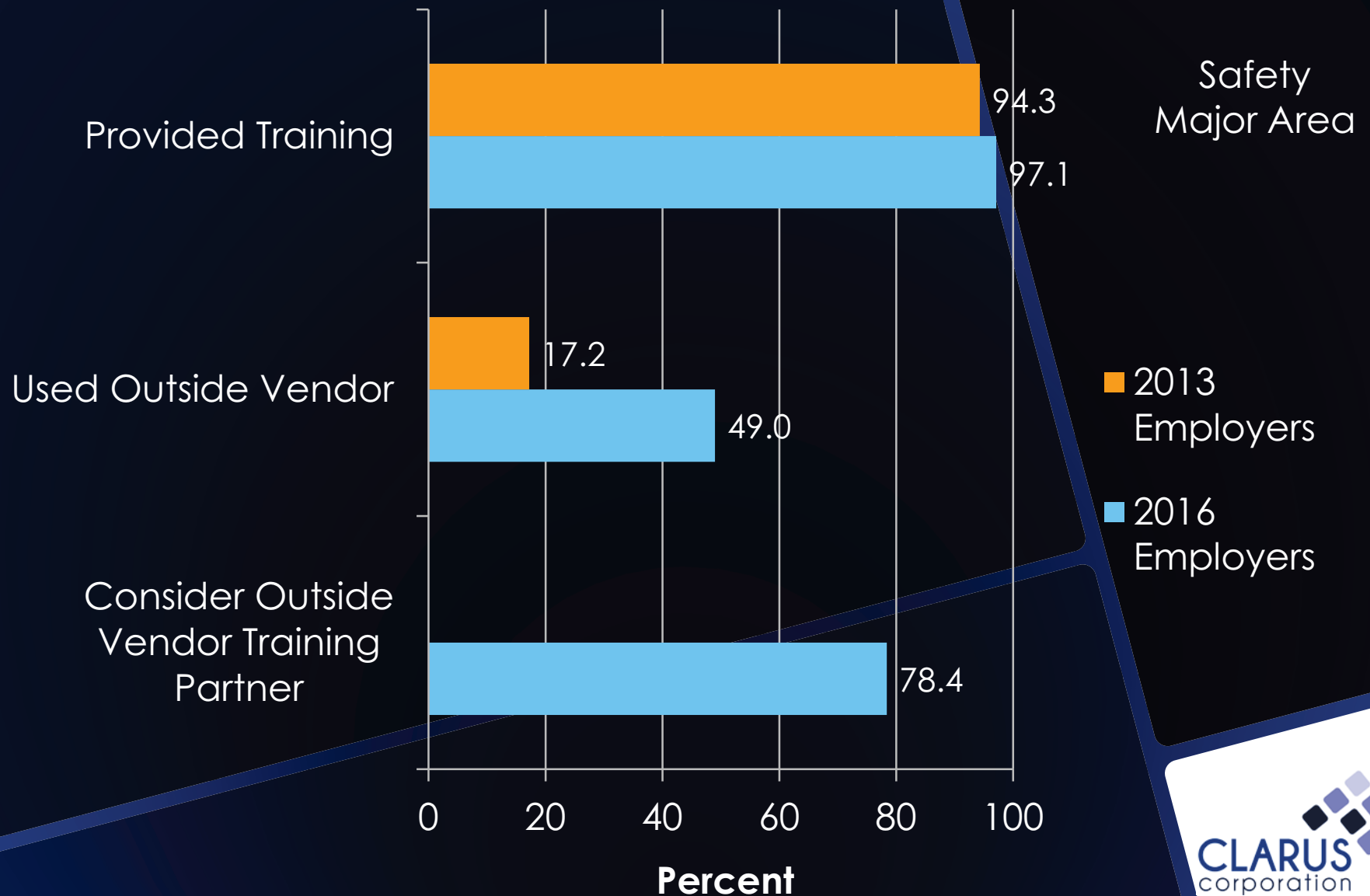
47% Employers Have Occupations Requiring CEUs

CEUs Required 2016:

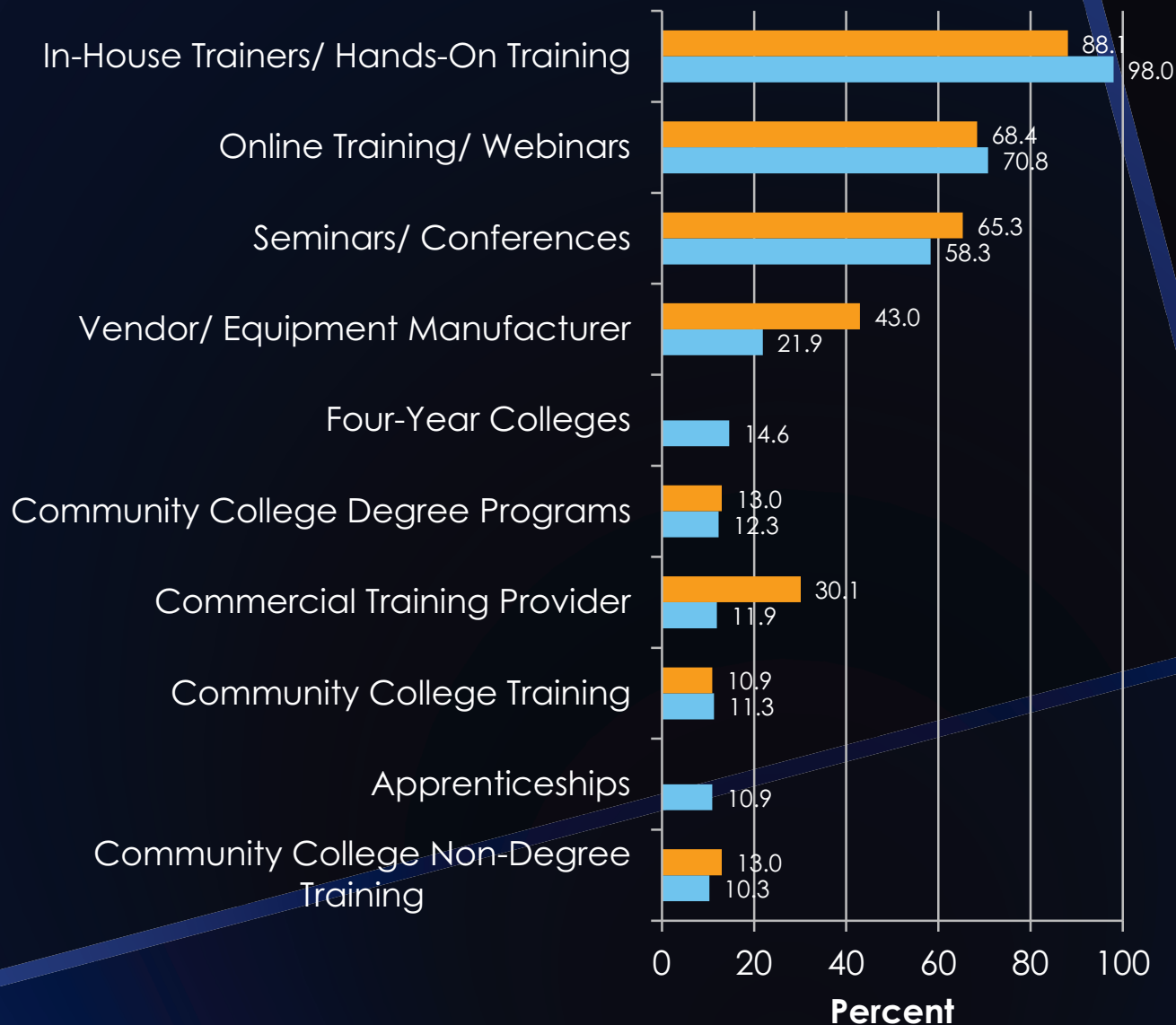
42% Employers Have Occupations Requiring CEUs



Training Provided To Employees



Training Delivery Preferences

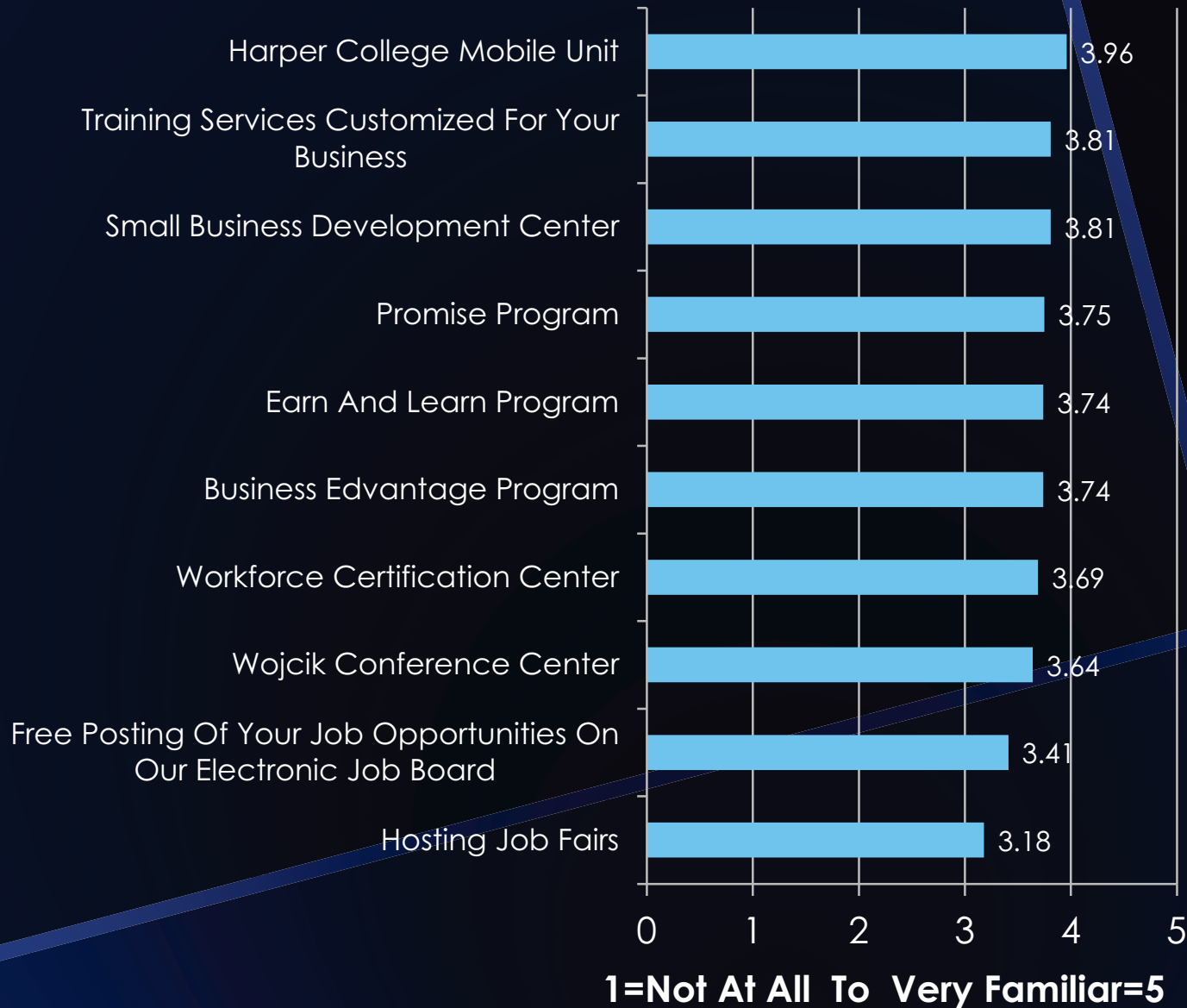


Allow Employees To Enroll In Community College Class Or Degree During Work Hours In Lieu Of In-House Training
25.2% 100+, 22.5% <100

■ 2013 Employers

■ 2016 Employers

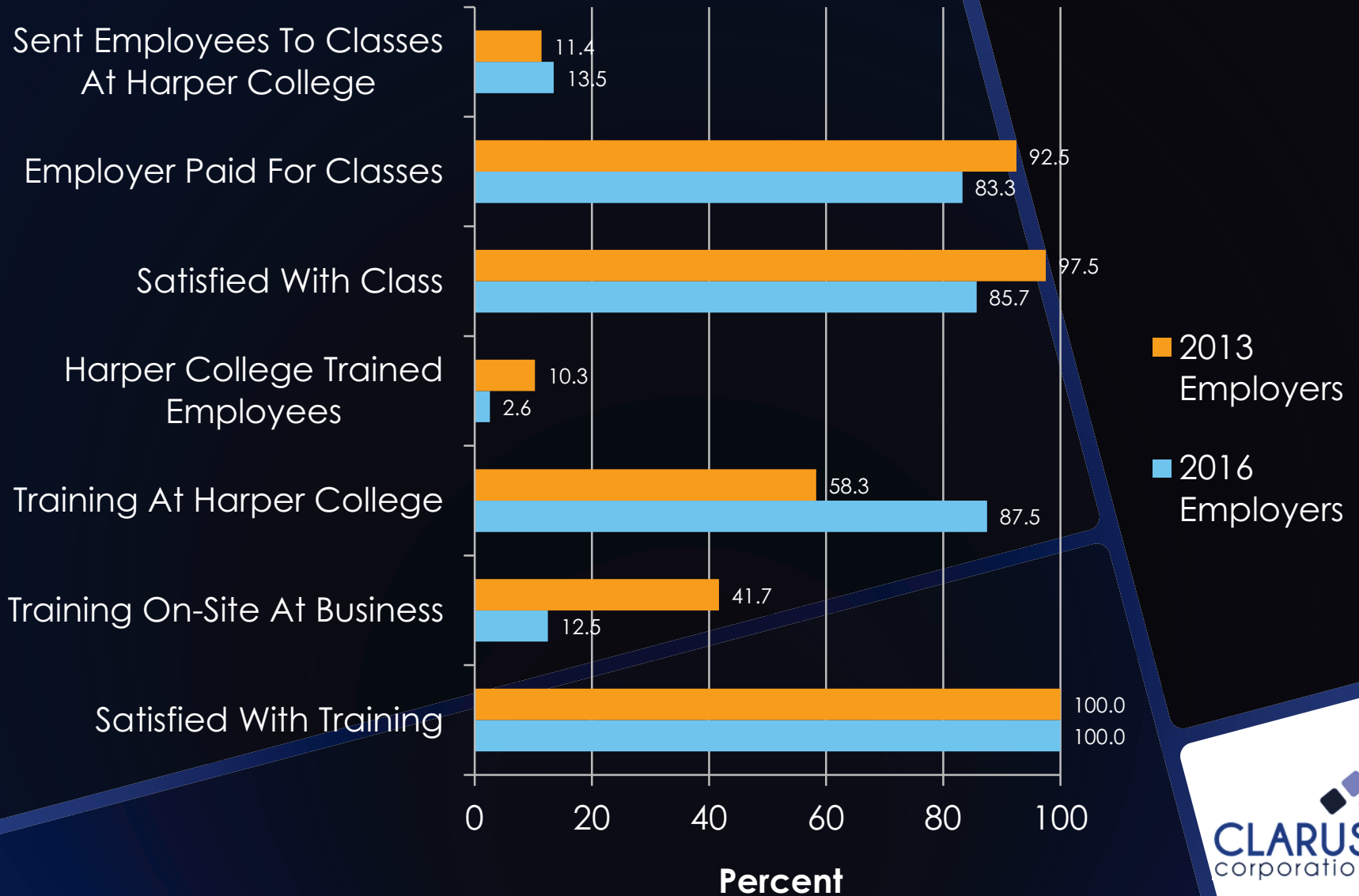
Knowledge Of Harper's Employer Programming



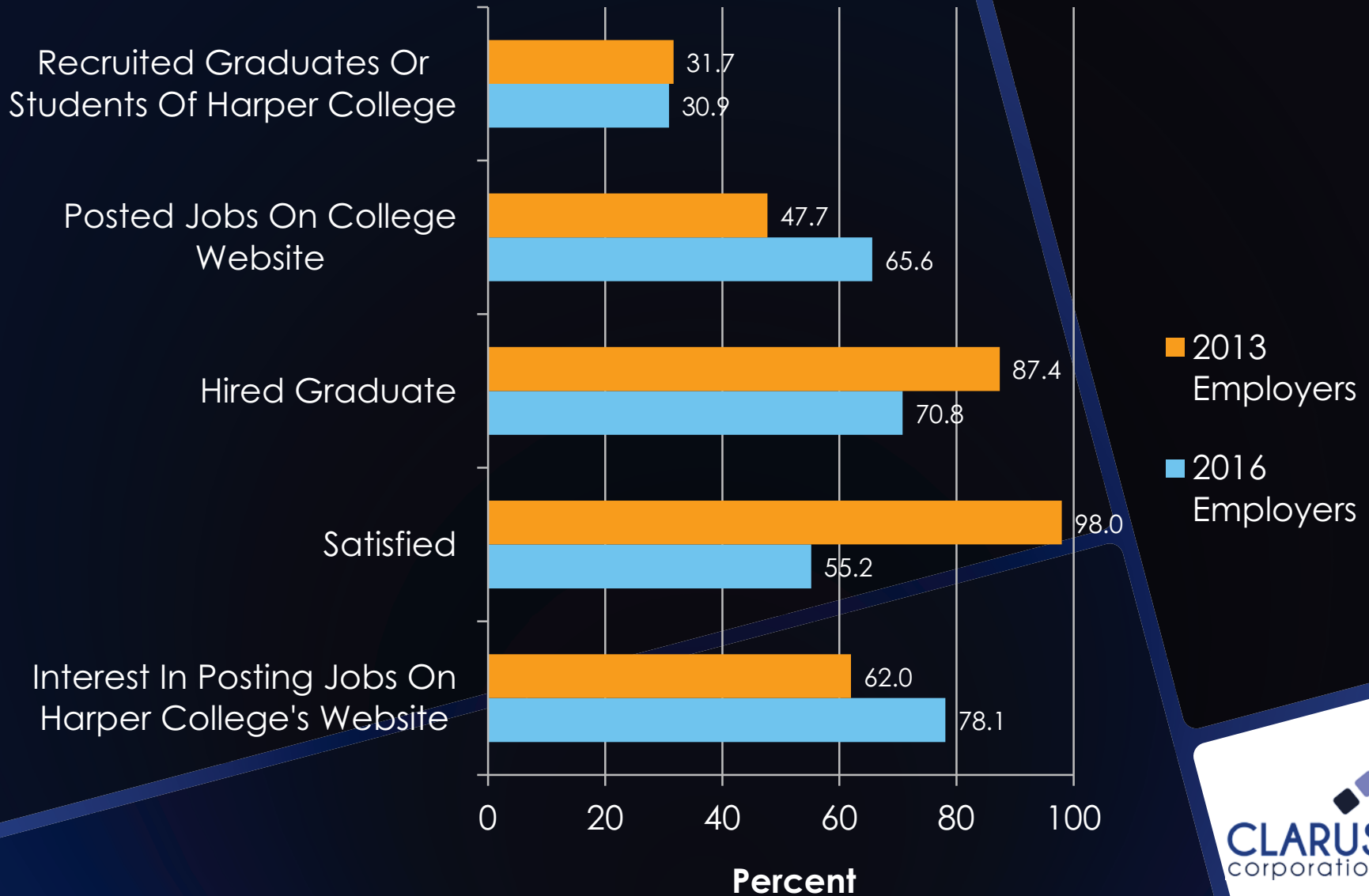
***Less Than
5% Wanted
Information
About Areas***

■ 2016
Employers

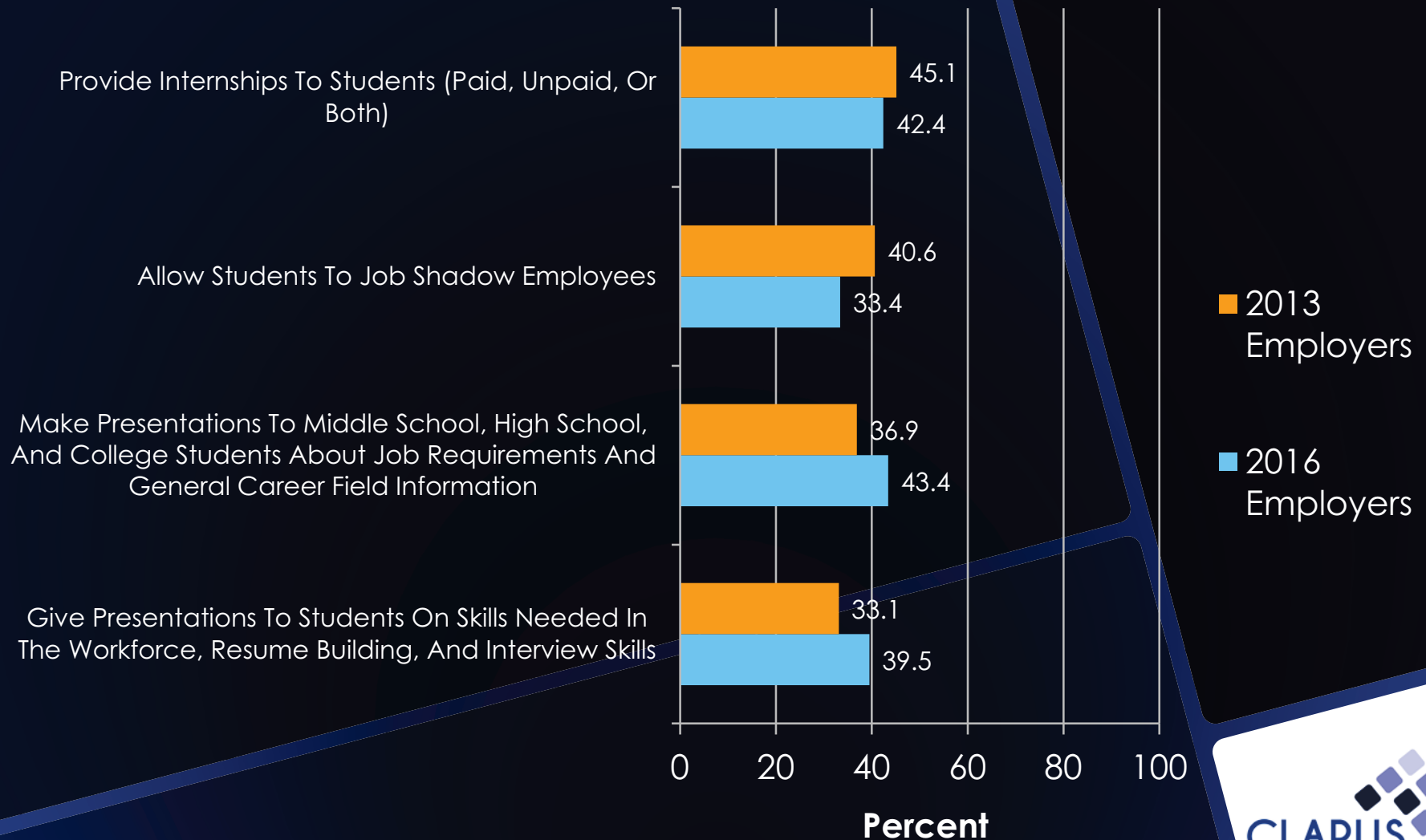
Usage Of Harper College



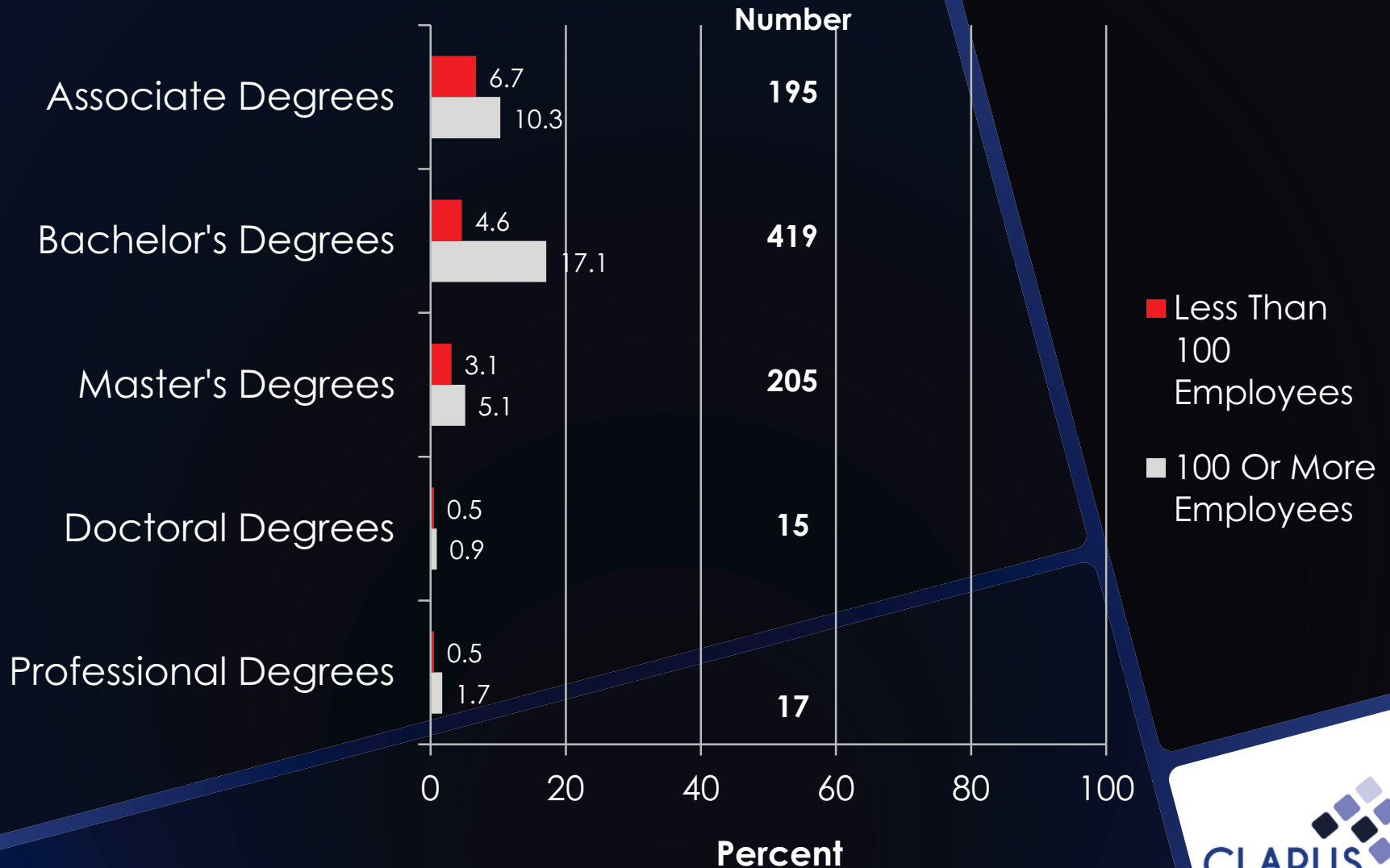
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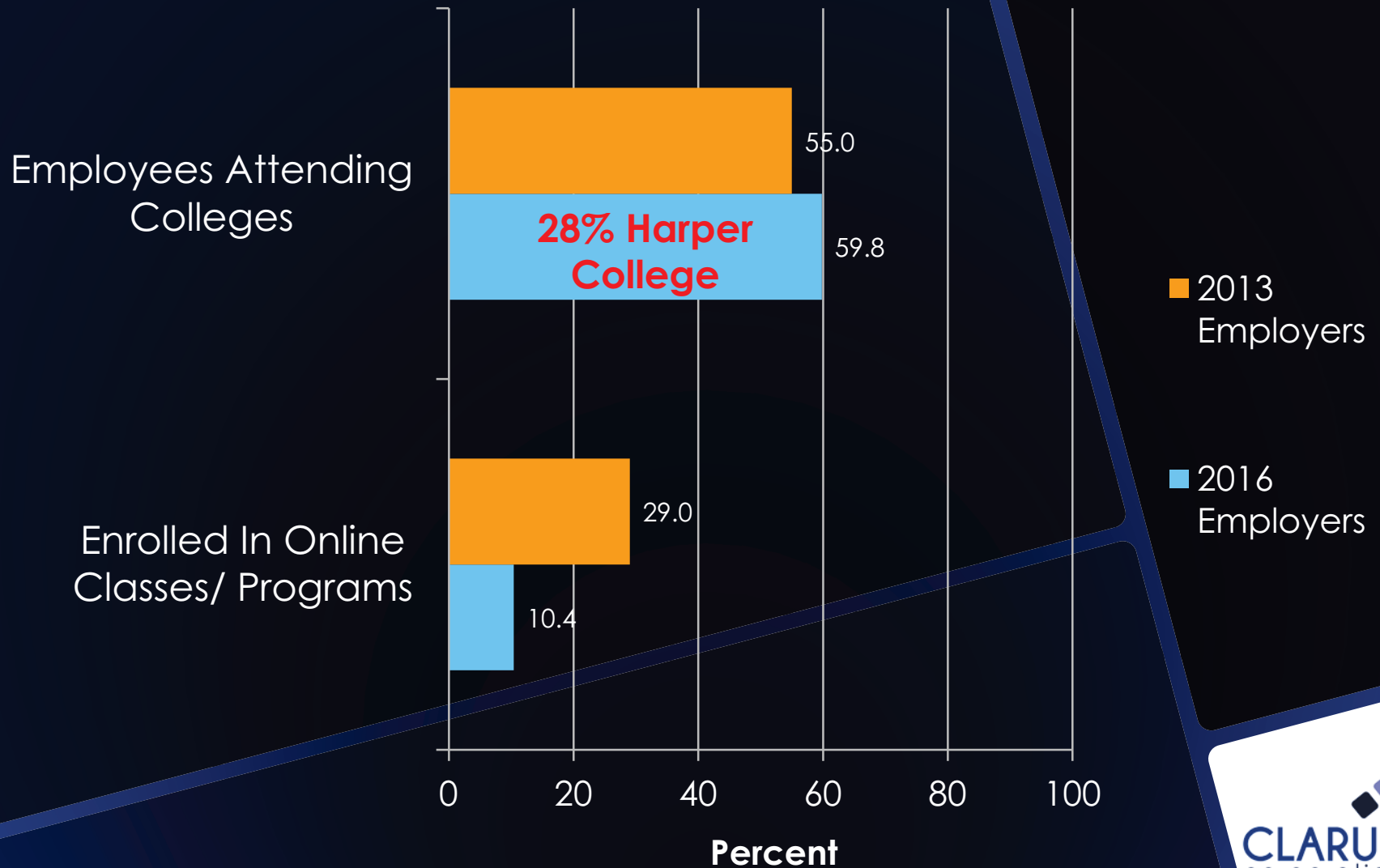
Willingness To Partner With Harper College: Students Gaining Experience



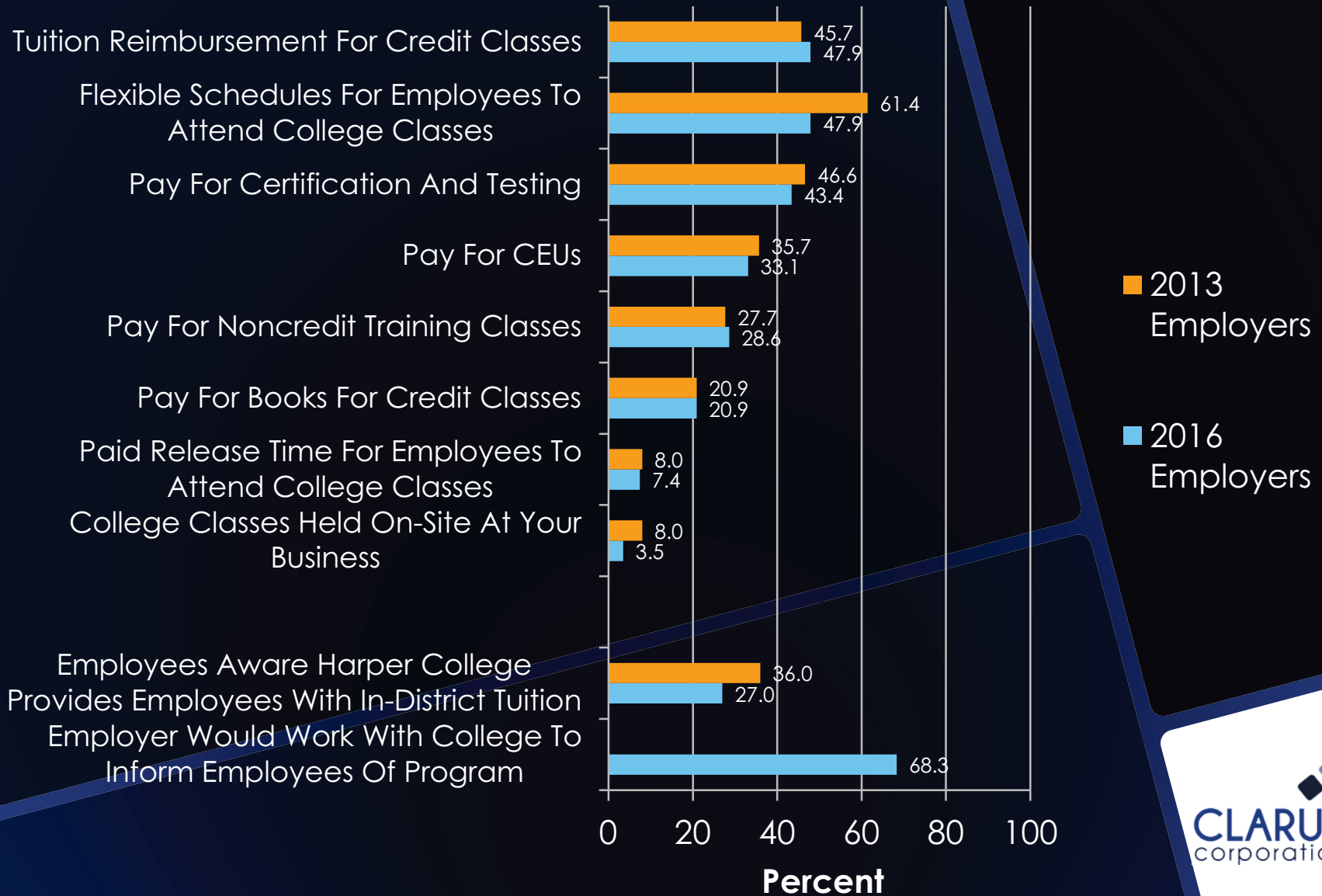
Employees Need To Earn Degrees



Employees' College Attendance



Employers' Support Of Employee Education



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?