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 Interviews (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
## 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>
</tr>
<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, HIGH TAXES, TECHNOLOGY, ENGINEERING, DENTAL HYGIENIST, COURSES, FRIENDLY, EASY, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT, AFFORDABILITY, LOCAL, TRAINING, MEDICAL, CAMPUS, QUALITY, DIVERSITY, MUSIC, EMT,
Support And Fiscal Responsibility

The financial resources are well managed at Harper College.

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

Residents’ opinions are considered important when Harper College makes decisions about new programs and services.

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

![Bar Chart](chart.png)
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%
Harper College’s Connections To Residents And Employers

The Residents
<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>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>
</tr>
<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

2016 Residents

2019 Residents

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

The Employers
Difficulty Filling Vacant Positions In Last Year

- Difficulty filling vacant positions
- Applicants lack relevant work experience
- Applicants unwilling to accept work conditions
- Applicants unwilling to accept offered wages
- Applicants lack employability skills
- Applicants lack necessary education level, certification or training
- Applicants lack technical or occupational skills
- Applicants lack relevant work experience
- Applicants unwilling to accept work conditions
- Applicants lack soft skills

Percent

2016 Employers

2019 Employers
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

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

<table>
<thead>
<tr>
<th>Category</th>
<th>2016 Employers</th>
<th>2019 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majority of employees take advantage of education incentives offered</td>
<td>29.0</td>
<td>73.2</td>
</tr>
<tr>
<td>Interested in Harper College providing an education plan for employees</td>
<td>23.5</td>
<td>27.0</td>
</tr>
<tr>
<td>Awareness of Harper program where employees pay in-district rates</td>
<td>27.0</td>
<td>68.3</td>
</tr>
<tr>
<td>Willing to work with Harper to inform employees</td>
<td>20.9</td>
<td>73.2</td>
</tr>
</tbody>
</table>

**Legend:**
- **2016 Employers**
- **2019 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Employers</td>
<td>23.5</td>
</tr>
<tr>
<td>2016 Employers</td>
<td>36.9</td>
</tr>
<tr>
<td>2019 Employers</td>
<td>63.9</td>
</tr>
</tbody>
</table>
Harper College’s Connections To Residents And Employers
Questions?