



 Harper College

# Community And Employer Survey Results

Presentation  
Tuesday  
May 14, 2013

# Community Survey Results



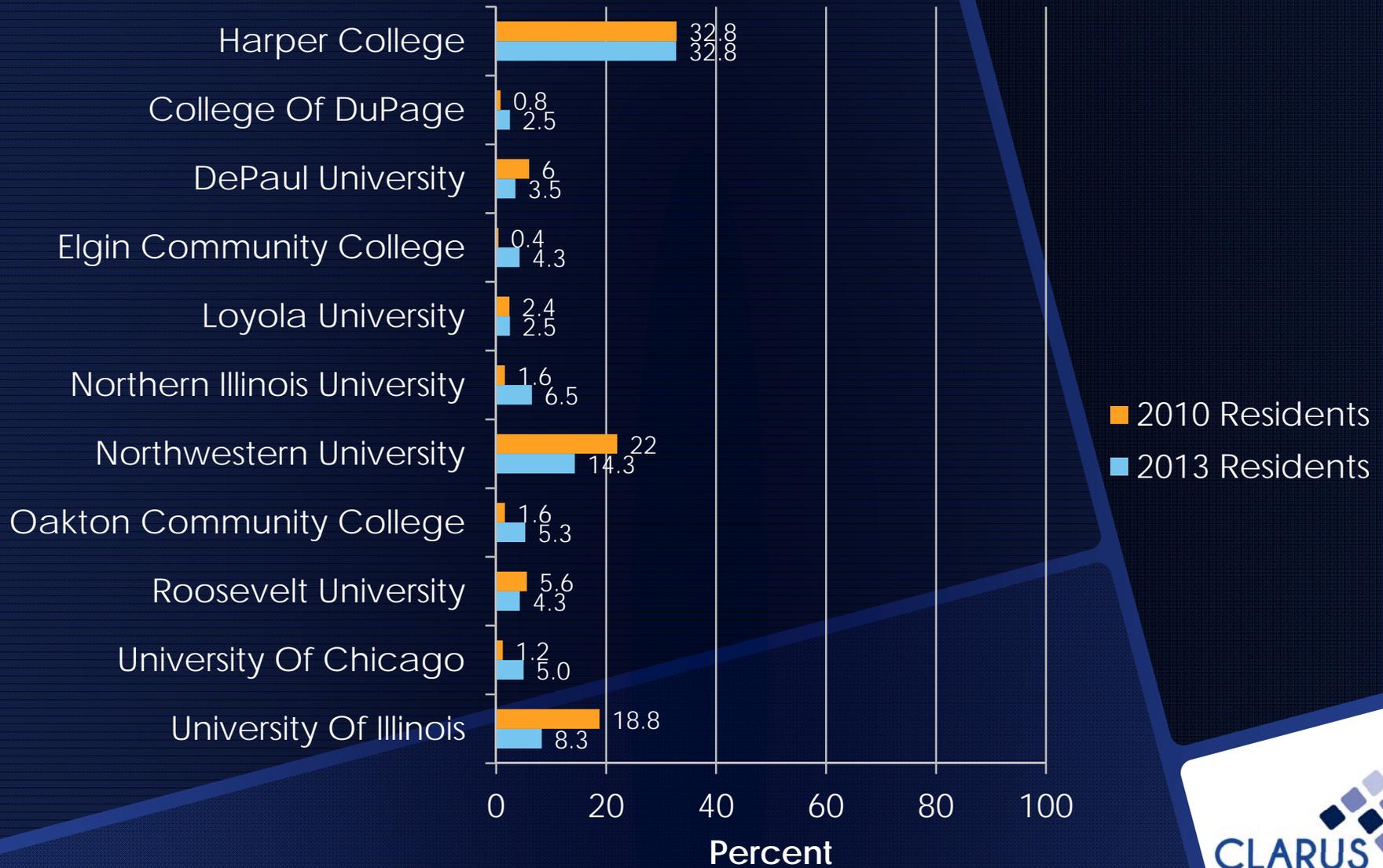
# Goals

- Measure The Awareness And Knowledge With 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 College

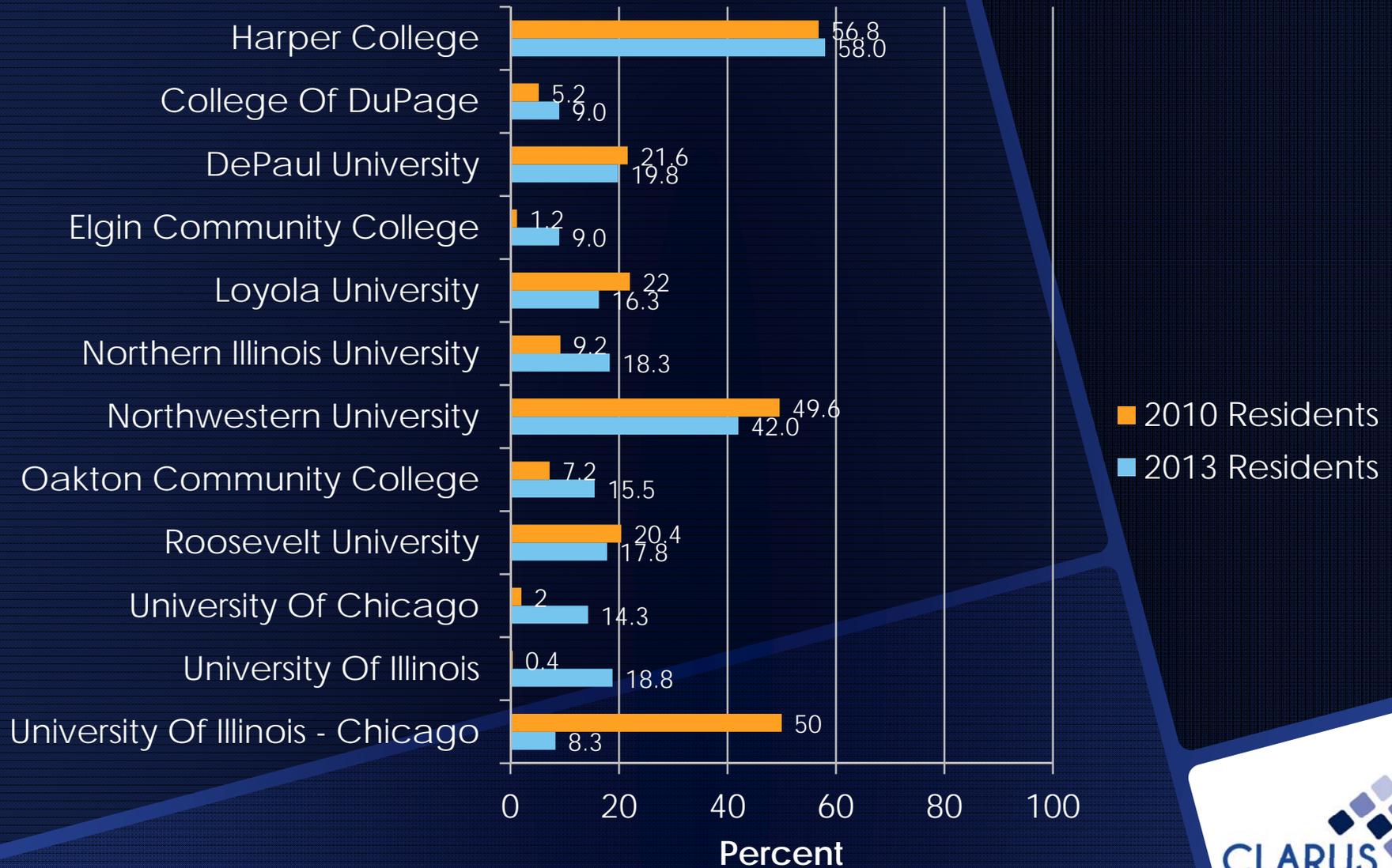
# Methodology

- Community Survey
  - 400 Telephone Interviews
    - 95% Reliability;  $\pm$  4.9% Error
    - Stratified By Zip Codes Across District
      - Target Is Residents, Not Potential Students
    - February 13 To March 7, 2013
    - Replication/ Comparison To 2010
      - 250 District Residents
      - Differences In Samples
        - 18% Residents 10 Years Or Less (11% In 2010)
        - Slightly More With College Degree
        - Higher Ethnic Population In 2013 (13% Compared To 3% In 2010)

# Top Of Mind Awareness (First Mention)



# Familiarity (All Mentions)



# Keyword Descriptors

Harper College

- Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big

College Of DuPage

- Community, Good

DePaul University

- Excellent, Expensive, Private

Elgin Community College

- Community College, Two-Year College, Local, Good

Loyola University

- Good, Excellent, Catholic, Prestigious, Well-Respected

Northern Illinois University

- Excellent, Affordable, Good, Large, Four-Year, Very Good

Northwestern University

- Expensive, Elite, Excellent, Outstanding, Prestigious

Oakton Community College

- Community College, Local, Good, Close To Home

Roosevelt University

- Close, Convenient, Expensive, Good, Private

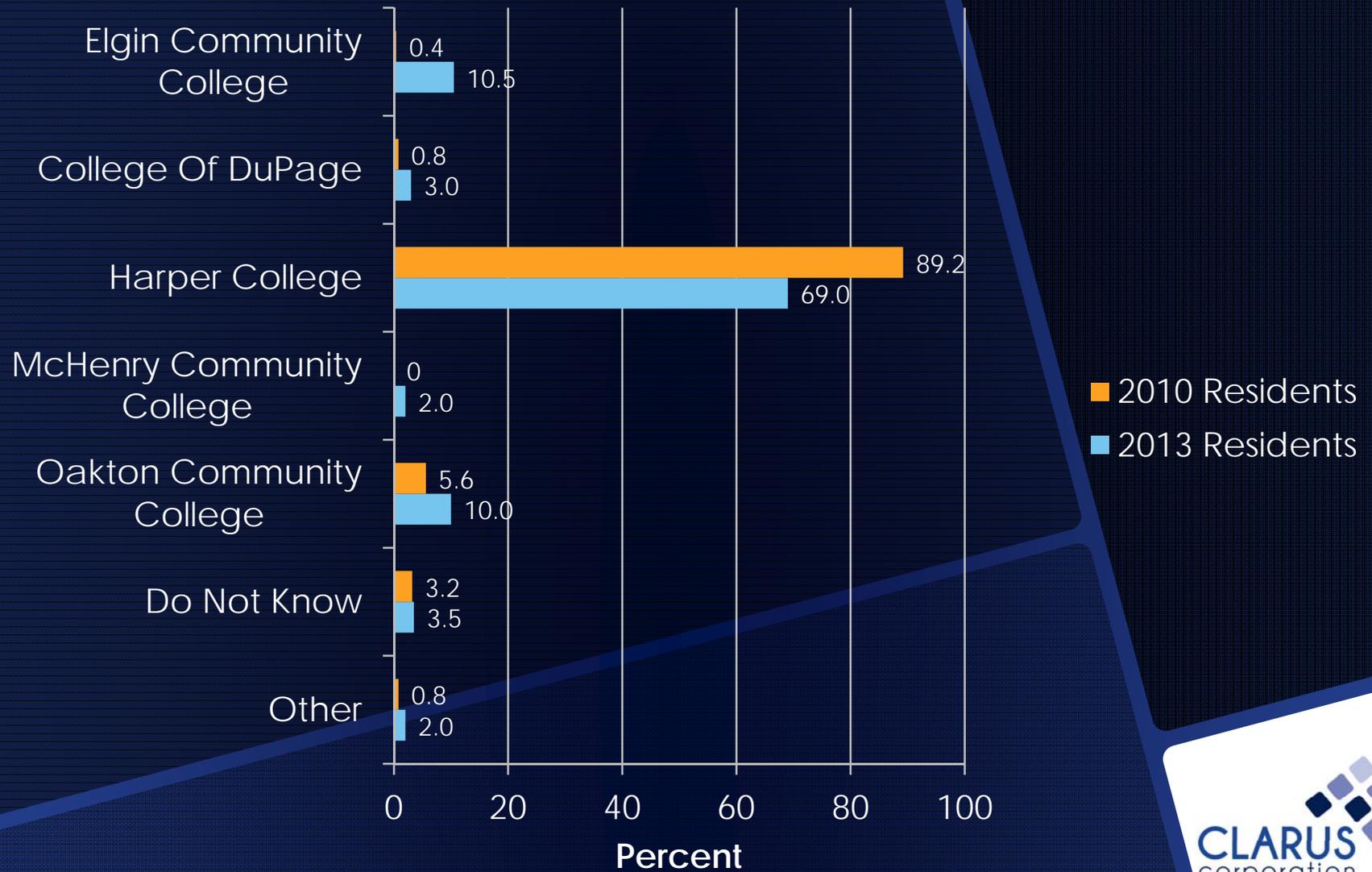
University Of Chicago

- Excellent, Exclusive, Expensive, Well-Known

University Of Illinois

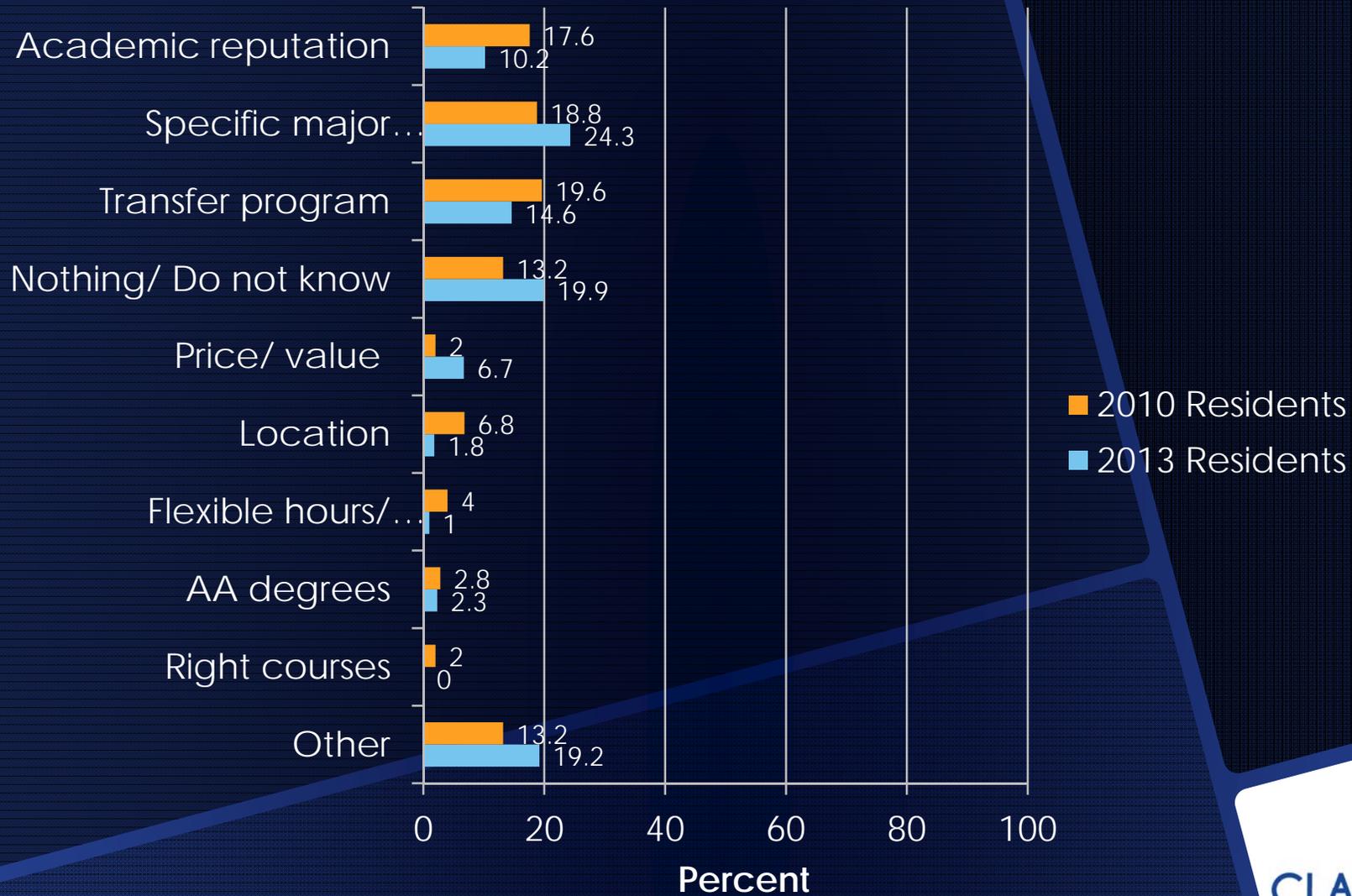
- Excellent, Expensive, Good, Large, State School

# Knowledge Community College Serves Residents

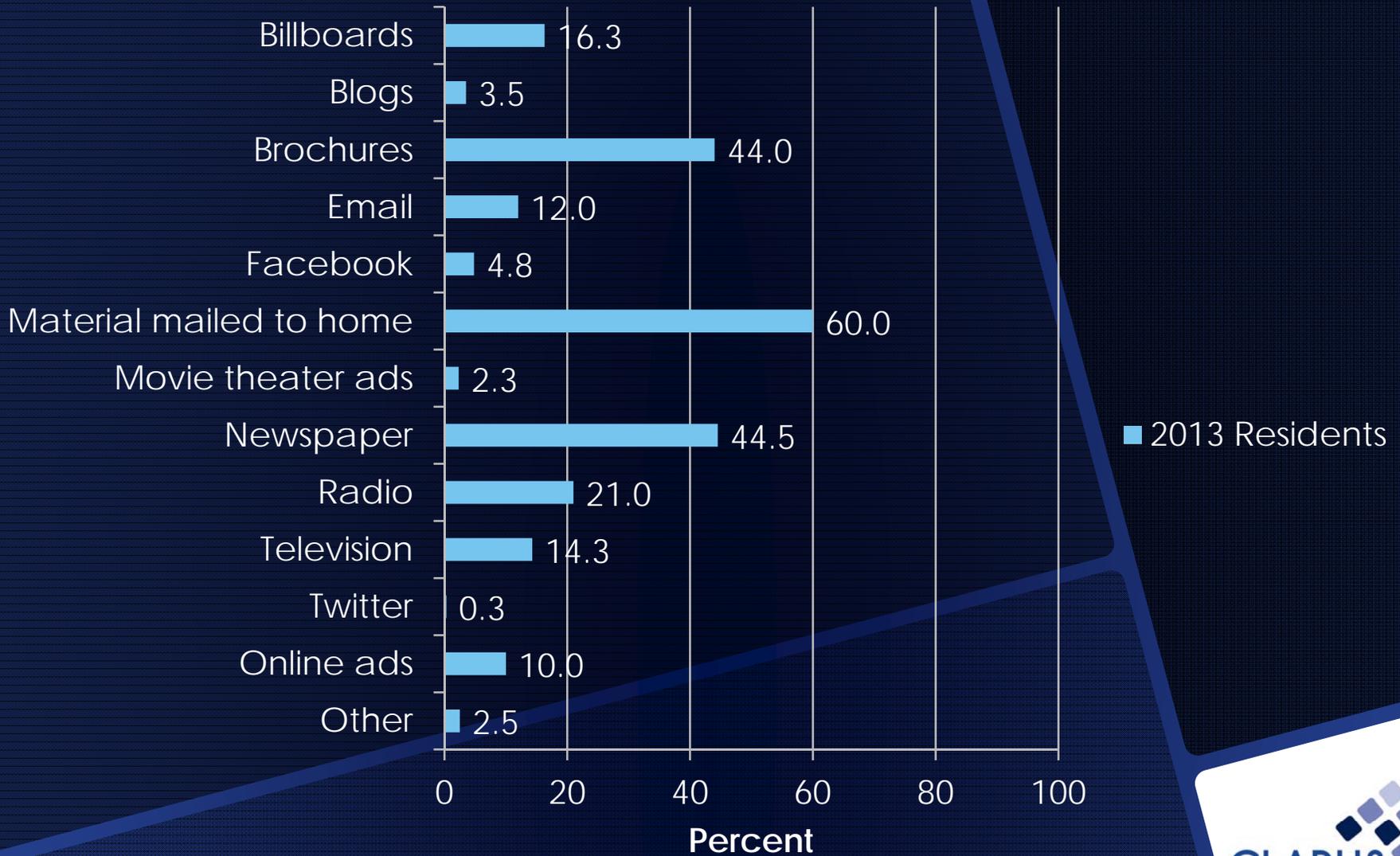




# Items Harper College Best Known For



# Media Recall



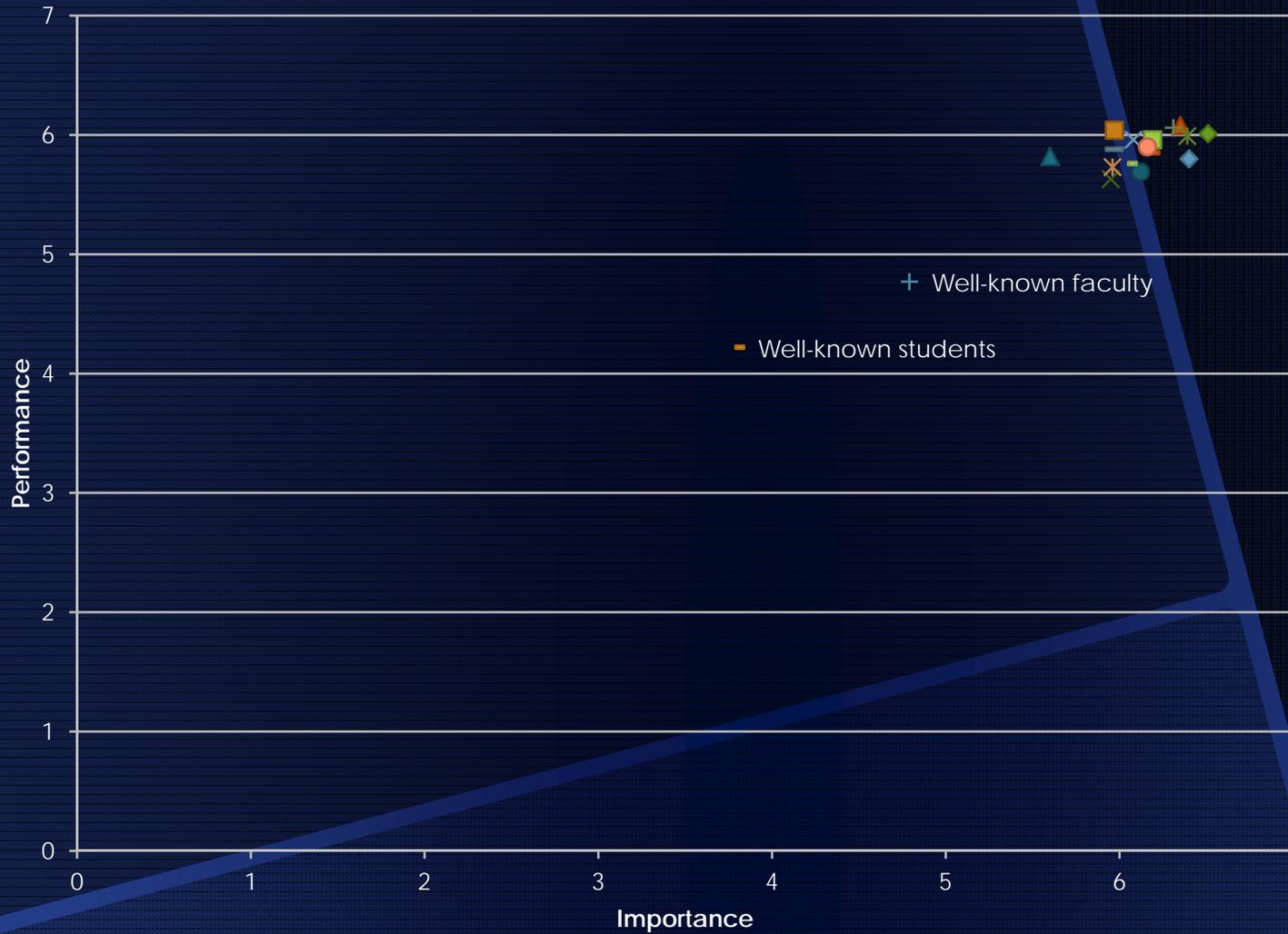
# Material Received In The Mail



# Key Attributes 2010 Noted As Important

- Academic reputation
- Location/ Convenient location
- Transfer program/ Lead to four-year/ Start education
- Personal attention
- The right courses
- Teachers with real world experience
- Well-known faculty
- Well-known students
- Specific academic program
- Cost/ Value for money/ Affordable/ Financial aid
- Schedule fits
- Focus on adults
- Computer training
- Professional development
- Variety of programs
- Flexible course scheduling – day, evening, weekend, online
- Career development
- Continuing education

# Accountability Key Attributes, 2013



# Key Attributes 2013

## Attribute (Importance, Performance)

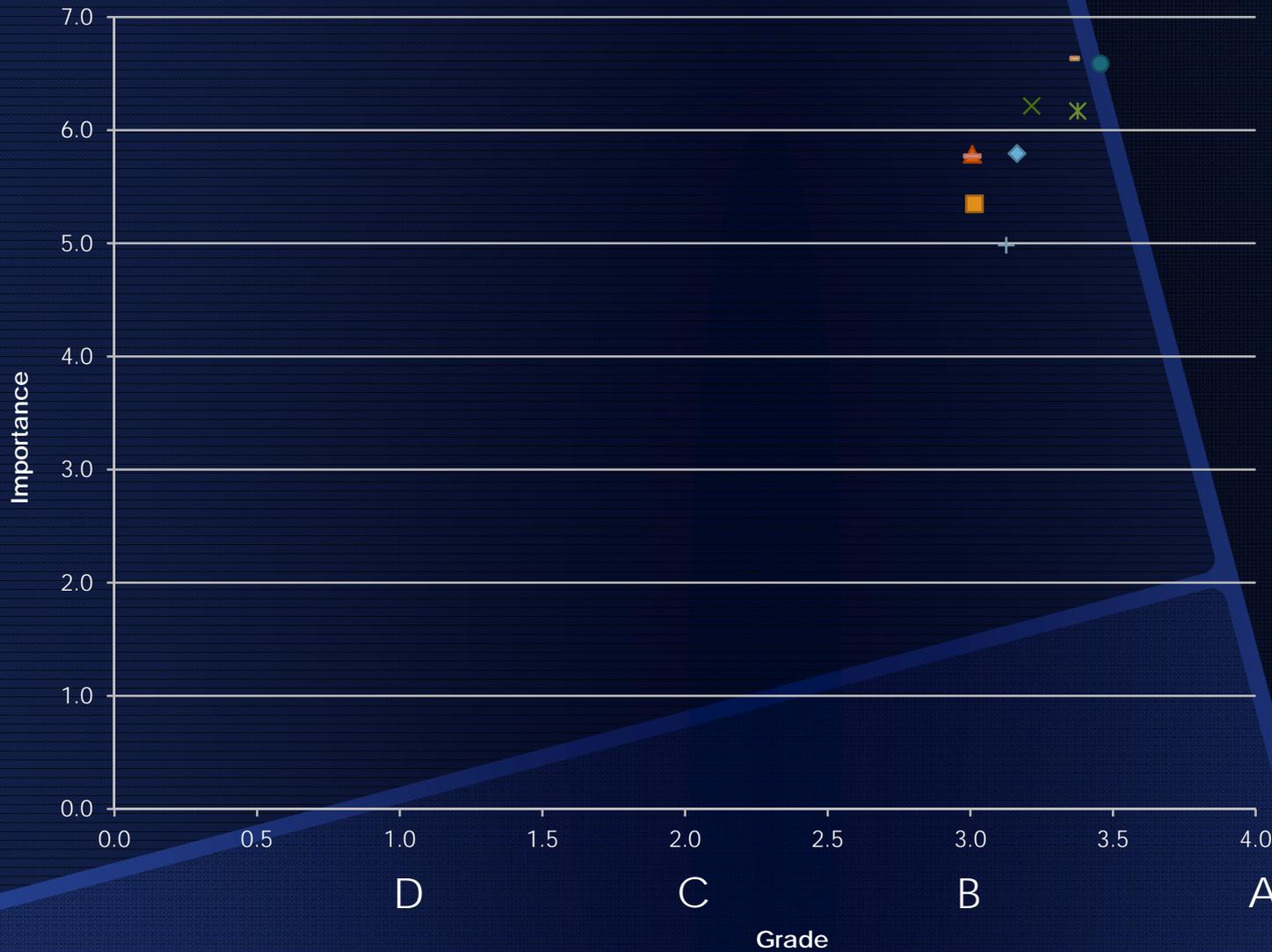
- Cost/ Value for money/ Affordable/ Financial aid (6.51, 6.01)
- Academic reputation (6.40, 5.80)
- The right courses (6.39, 5.99)
- Transfer program/ Lead to four-year/ Start education (6.35, 6.08)
- Flexible course scheduling – day, evening, weekend, online (6.31, 6.06)
- Schedule fits (6.19, 5.96)
- Specific academic program (6.18, 5.85)
- Variety of programs (6.16, 5.90)
- Teachers with real world experience (6.12, 5.69)
- Computer training (6.08, 5.96)
- Career development (6.05, 5.76)
- Location/ Convenient location (5.97, 6.04)
- Continuing education (5.97, 5.88)
- Professional development (5.96, 5.73)
- Personal attention (5.95, 5.63)
- Focus on adults (5.60, 5.82)
- Well-known faculty (4.79, 4.77)
- Well-known students (3.79, 4.22)



# Mission Critical Activities 2013

- An important contributor to the local economy
- Arts and cultural programming
- Honors programming for high ability students
- Job training for adults in the community
- Offering college courses to high school students to jump start their college career
- Providing in-demand associate degrees and certificates
- Recreation or leisure classes
- Successful transfer to a four-year college
- Source of employee training for employers in the district

# Accountability Mission Critical, 2013



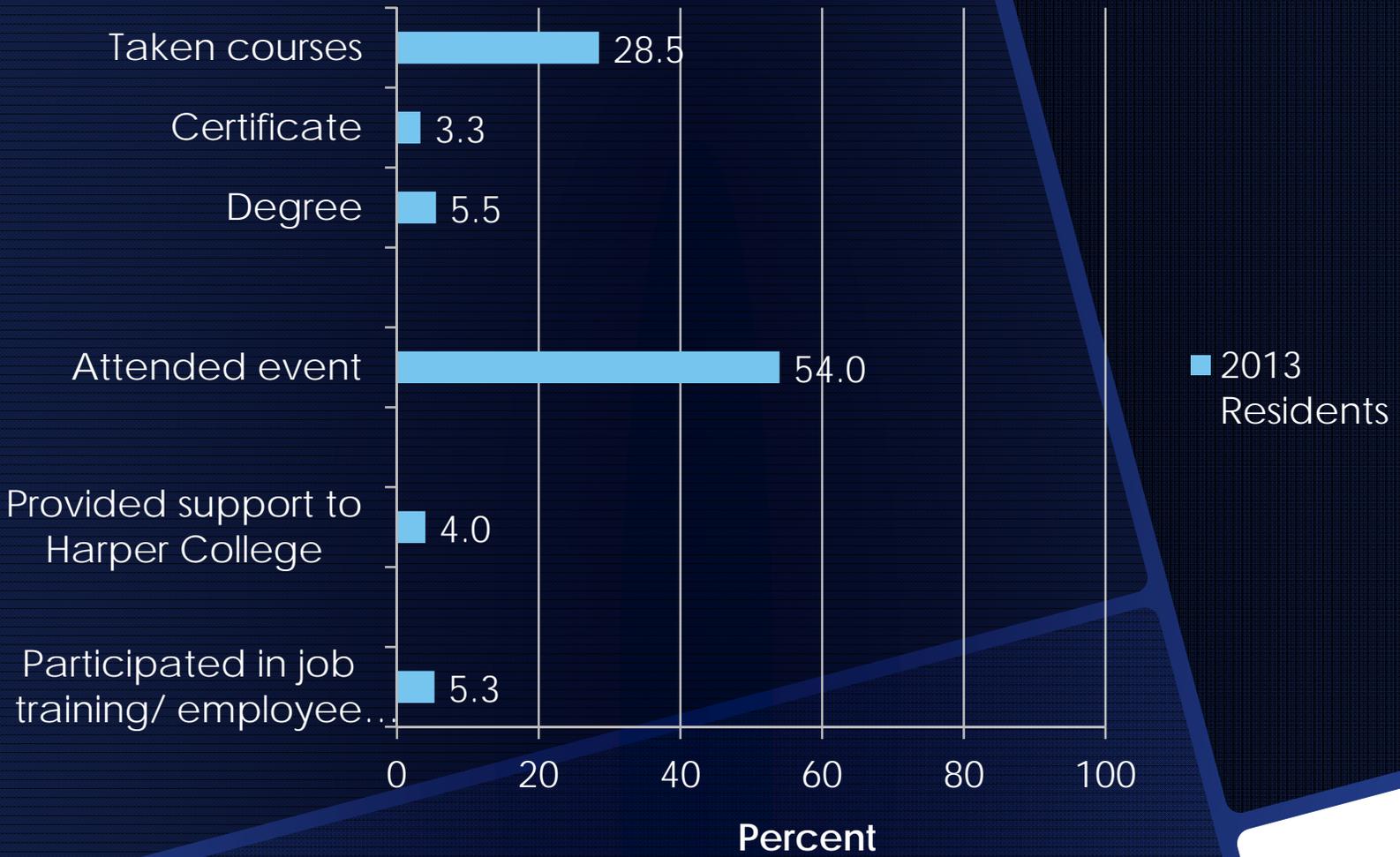
# Mission Critical 2013

## Mission Item (Importance, Grade)

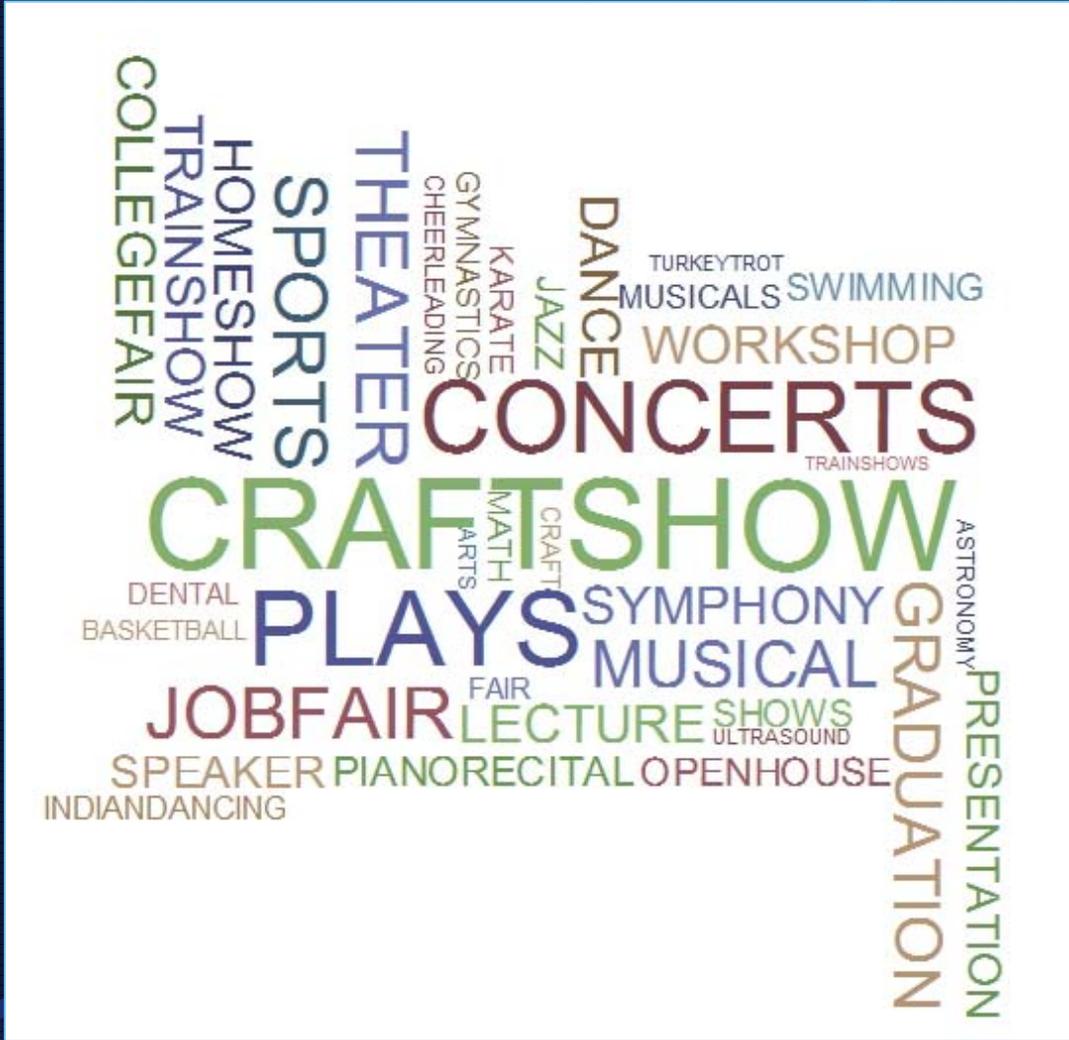
- Successful transfer to a four-year college (6.63, 3.35)
- Providing in-demand associate degrees and certificates (6.59, 3.45)
- Job training for adults in the community (6.22, 3.22)
- Offering college courses to high school students to jump start their college career (6.17, 3.38)
- An important contributor to the local economy (5.79, 3.16)
- Honors programming for high ability students (5.79, 3.01)
- Source of employee training for employers in the district (5.77, 3.01)
- Arts and cultural programming (5.35, 3.01)
- Recreation or leisure classes (4.98, 3.13)



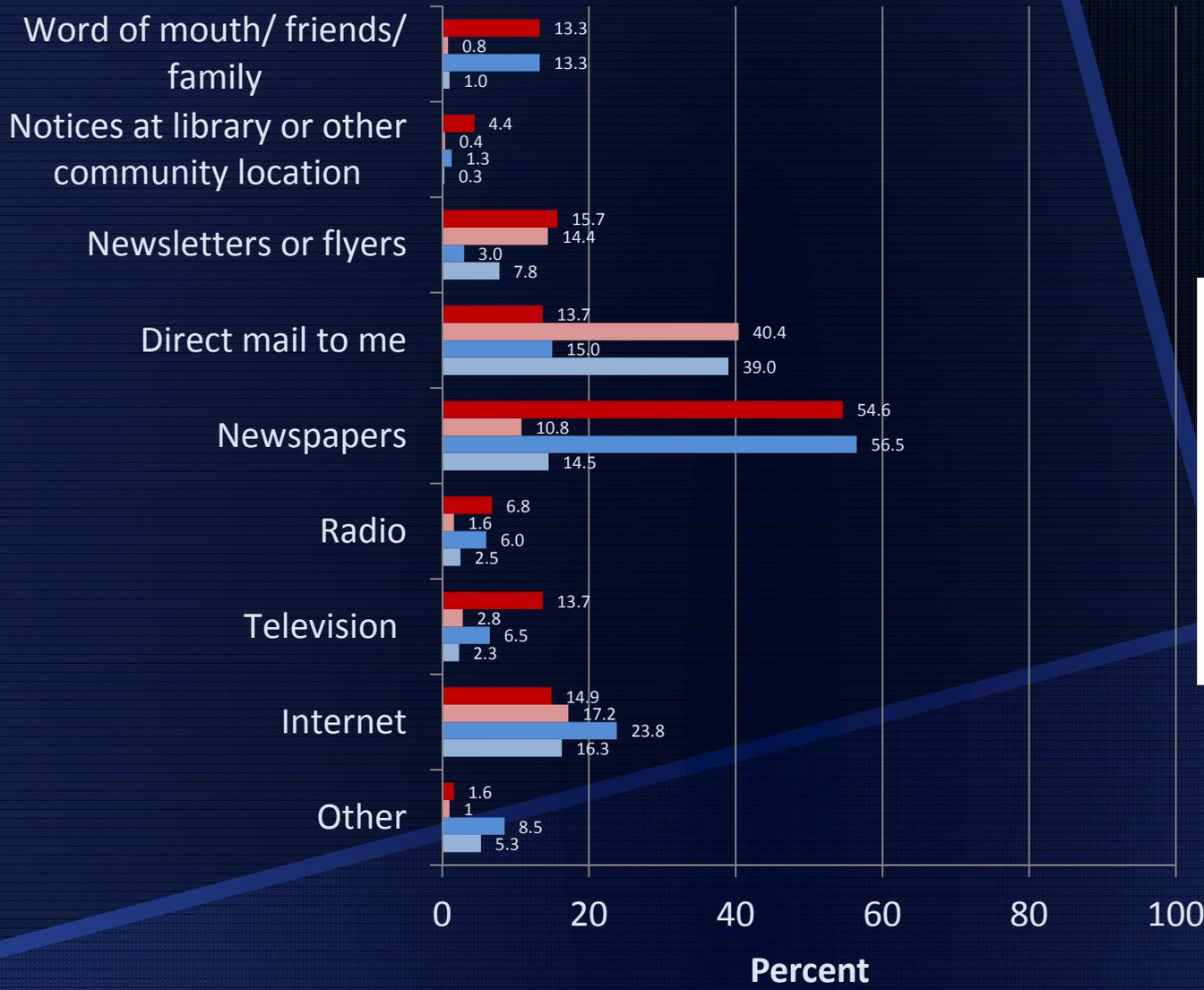
# Engagement



# Event Attended



# Information About Local Events



- 2010 Residents Use Source
- 2010 Preferred Source
- 2013 Residents Use Source
- 2013 Preferred Source



# Demographic Characteristics

	2010 Residents	2013 Residents
<b>Years Lived In Harper District</b>		
Less than 5 years	3.2	6.5
5 to 10 years	8.4	12.0
11 to 20 years	22.0	24.0
21 years or more	66.4	54.5
Do not know/ No answer/ Refused	0.0	3.0
<b>Age Of Respondent</b>		
18 to 24	0.0	0.8
25 to 40	4.8	16.0
41 to 54	25.2	30.5
55 to 64	25.6	37.8
65 and over	44.4	15.0
Do not know/ No answer/ Refused	0.0	0.0
<b>Highest Level Of Education</b>		
Less than high school	0.4	1.0
High school graduate	8.0	7.5
Some college/ Vocational or technical	23.6	13.8
Associate degree	0.0	6.8
College graduate/ Four-year degree	40.0	42.3
Post-graduate	28.0	28.0
Do not know/ No answer/ Refused	0.0	0.8

# Demographic Characteristics

	2010 Residents	2013 Residents
<b>Employment Status</b>		
Full-time		46.8
Part-time		13.8
Self-employed		4.8
Not employed, seeking employment		3.8
Not employed, not seeking employment		8.5
Student		0.0
Retired		21.8
Other		0.8
<b>Ethnic Background Of Respondent</b>		
Caucasian	97.2	87.0
African-American	0.0	1.8
Hispanic or Latino	0.3	4.3
South Asian		3.3
East Asian	1.6	2.0
Pacific Islander	0.0	0.0
Arabic		0.3
Eastern, Western, or Southern African		0.3
Other	0.0	0.8
Do not know/ No answer/ Refused	1.2	0.5

# Demographic Characteristics

	2010 Residents	2013 Residents
<b>Dominant Language</b>		
English	99.2	94.0
Spanish or Portuguese	0.0	1.0
Eastern European	0.0	1.5
Indian	0.0	0.0
South Asian		1.5
Asian	0.8	0.5
Arabic		0.0
Eastern, Western, or Southern African		0.0
Other	0.4	1.0
Do not know/ No answer/ Refused		0.5
<b>Annual Family Income</b>		
Under \$30,000	6.0	2.5
\$30,000 to \$49,000	15.6	6.8
\$50,000 to \$74,000	18.4	19.3
\$75,000 to \$99,000	14.8	17.8
\$100,000 or over	19.2	38.0
Do not know/ No answer/ Refused	26.3	15.8
<b>Gender Of Respondent</b>		
Male	36.0	34.8
Female	64.0	65.0

# Demographic Characteristics

	2010 Residents	2013 Residents
<b>Zip Code Of Residence</b>		
60004 – Arlington Heights	18.0	8.3
60005 – Arlington Heights	6.8	4.0
60007 – Elk Grove Village	6.8	5.5
60008 – Rolling Meadows	5.2	2.8
60010 – Barrington Heights	10.8	7.8
60016 – Des Plaines	0.0	6.3
60018 – Des Plaines	0.0	8.8
60021 – Fox River Grove	0.0	0.8
60056 – Mt. Prospect	12.0	7.5
60067 – Palatine	8.8	6.0
60070 – Prospect Heights	2.0	1.8
60074 – Palatine	8.0	3.8
60089 – Buffalo Grove	0.0	6.5
60090 – Wheeling	4.0	3.8
60102 – Algonquin	0.0	4.8
60103 – Bartlett	0.0	5.8
60110 – Carpentersville	1.2	2.8
60169 – Hoffman Estates (Plato Center)	0.0	3.5
60172 – Roselle	0.0	3.5
60173 – Schaumburg	1.6	1.0
60174 – Hoffman Estates (Schaumburg)	0.0	2.5
60193 – Schaumburg	9.2	5.5
60194 – Schaumburg	5.6	2.3
60195 – Schaumburg	0.0	0.3

# Key Issues

- Higher Knowledge Of Specific Programs
- Solid Niches
  - Affordability
  - Transfer
- Increased Communication
  - Importance Of College To Local Economy
  - Employer/ Job Training



Questions?

# Employer Survey



- Whether There Is A Qualified Workforce In Area And Skills Missing
- Future Employee Needs
- Training Currently Provided To Employees
- Employees' Educational Needs
- Current Usage Of Harper College
- Employees' Current College Attendance
- Partnership Opportunities

Purpose

# Methodology

- Employer Survey
  - 350 Employers
    - 95% Reliability;  $\pm$  5.2% Error
    - Stratified By Zip Codes Across District And SIC Code
      - Largest To Smallest Employers
    - March 11 to April 3, 2013
    - Employers Represent 62,614 Employees

# Sample Frame

SIC Code Range	Major Industry Group	Total Number Of Employers	Percent	Sample Frame
01-14	Agriculture / Mining	517	1.8%	6
15-17	Construction	2,332	8.1%	28
20-39	Manufacturing	2,061	7.1%	25
40-49	Transportation, Communications, Electric, Gas, And Sanitary Services	1,539	5.3%	19
50-51	Wholesale Trade	1,955	6.8%	24
52-59	Retail Trade	5,260	18.2%	63
60-67	Finance, Insurance, And Real Estate (Business And Professional Services)	2,794	9.7%	34
70-79	Business & Personal Services	4,748	16.4%	57
80	Health Services	2,479	8.6%	30
81	Legal Services	586	2.0%	7
82-83	Educational/ Social Services	1,134	3.9%	14
84-86	Art & Membership Organizations	520	1.8%	6
87	Engineering & Accounting & Management Services	1,641	5.7%	20
88-89	Miscellaneous Services NEC	132	0.5%	2
91-97	Government (Public Administration)	254	0.9%	3
99	Nonclassified Establishments	982	3.4%	12
	<b>Total</b>	<b>28,934</b>	<b>100.0%</b>	<b>350</b>

# Size Of Employer

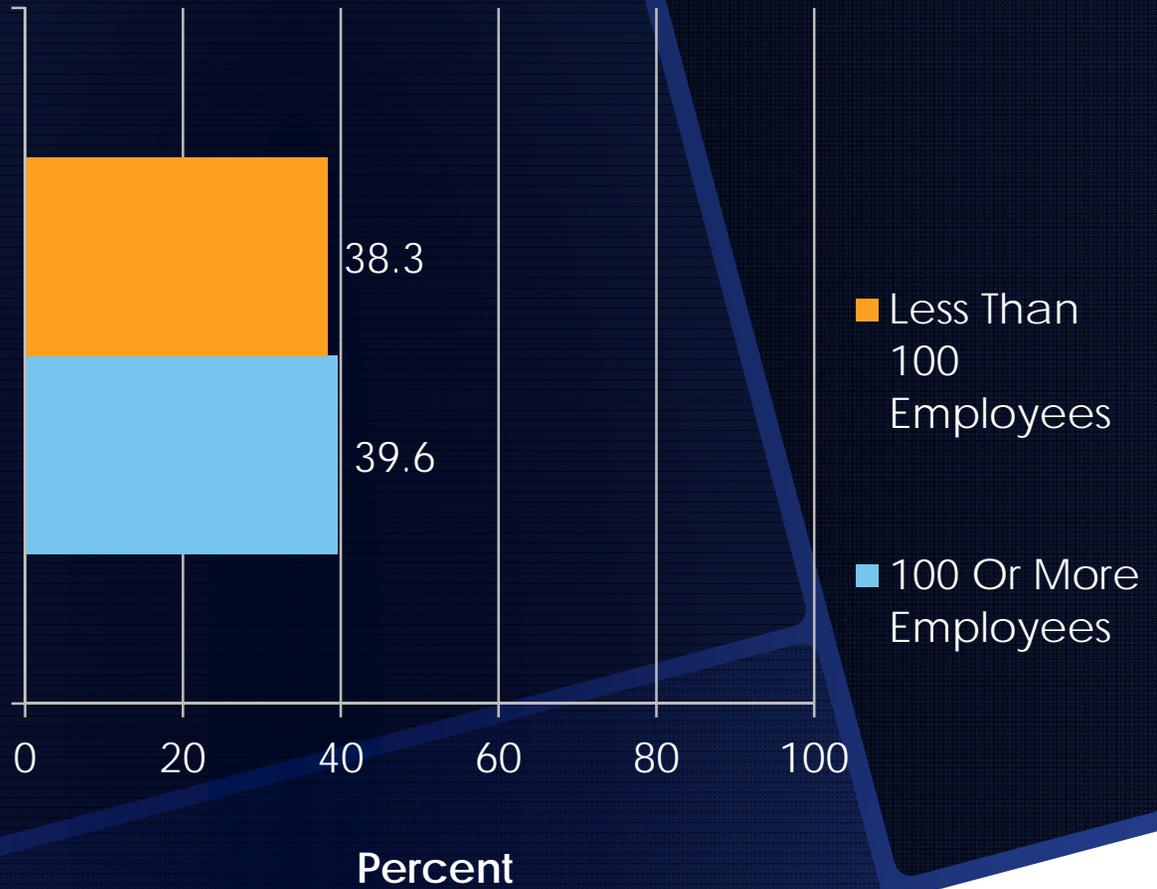


# Characteristics

	Less Than 100 Employees	100 Or More Employees
<b>FUTURE EMPLOYMENT</b>		
Current Number of Employees	7,955	54,659
Percent Forecasting Increase In Employees	41.3	35.4
Percent Forecasting Decrease In Employees	2.4	4.2

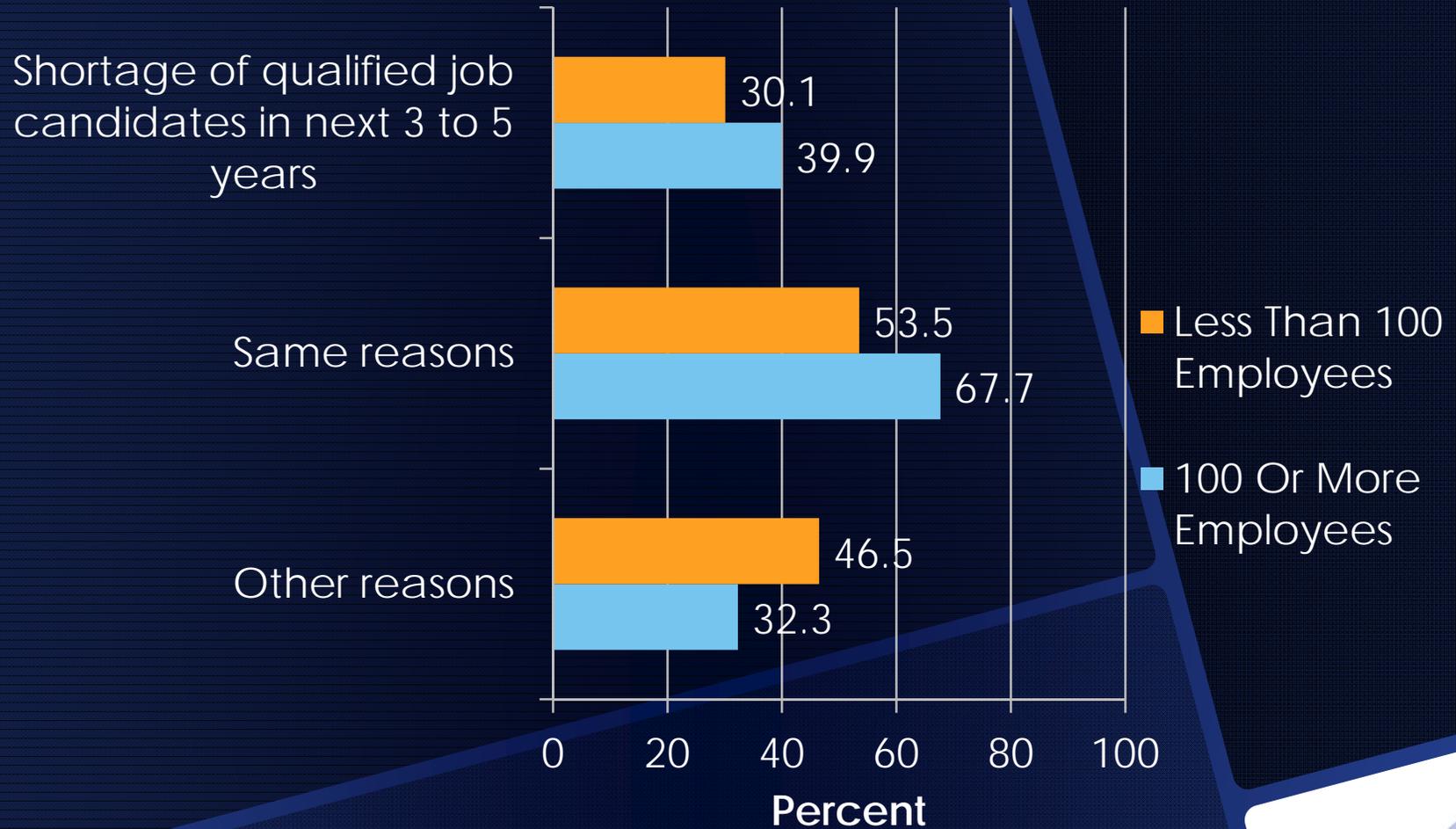
# Shortage Of Qualified Job Candidates

Current shortage of qualified job candidates



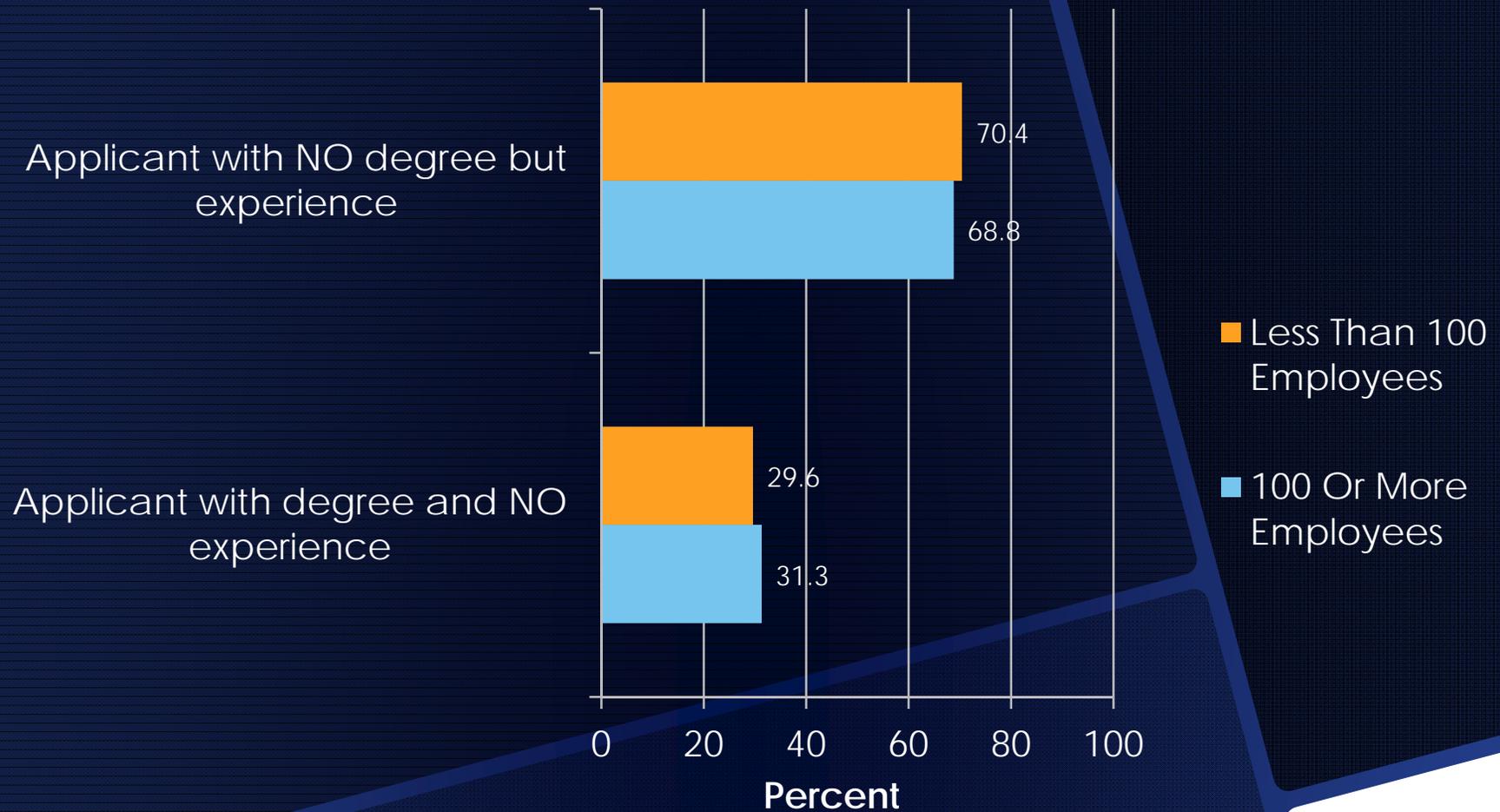


# Future Shortage Of Qualified Applicants

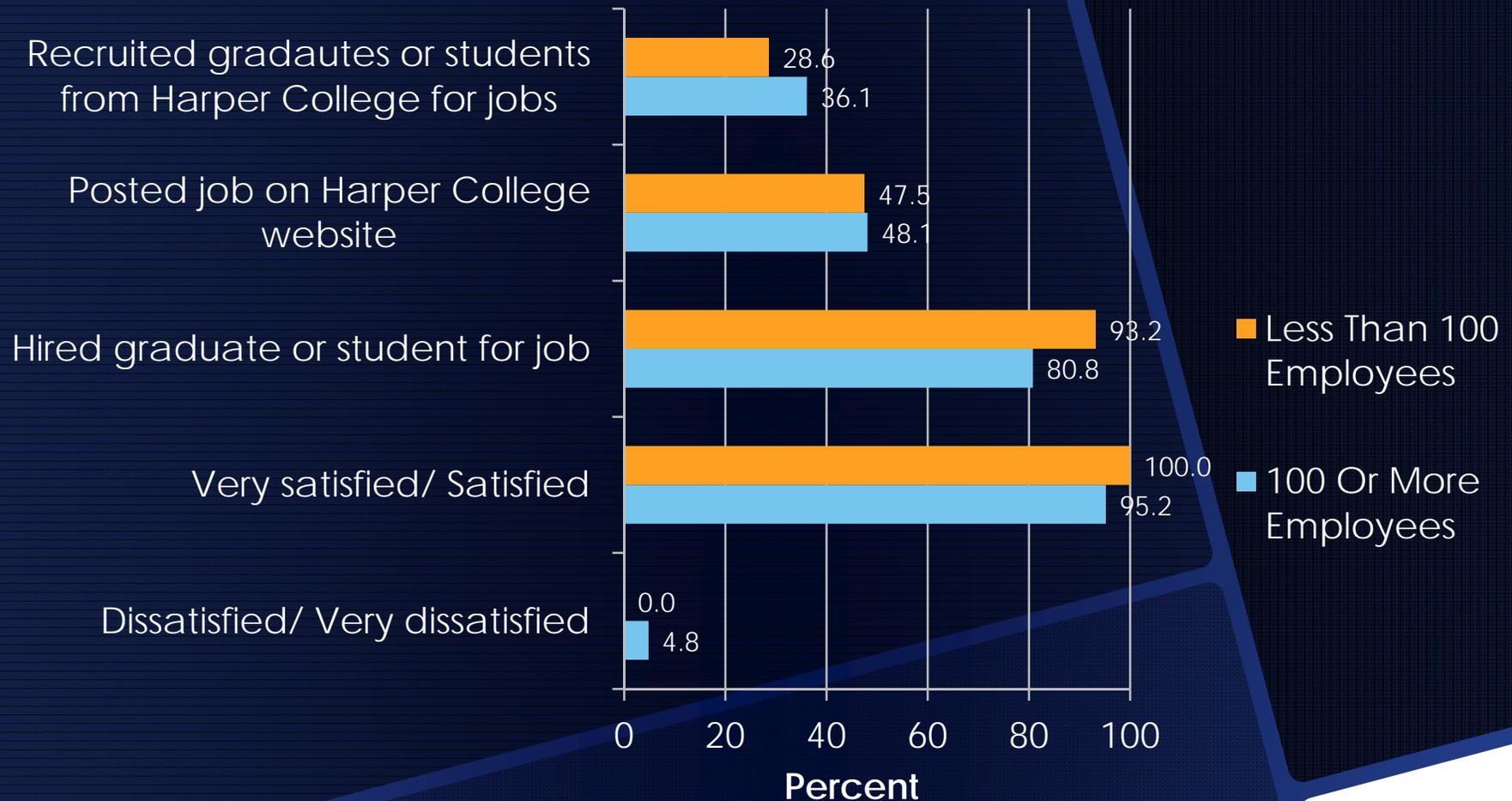




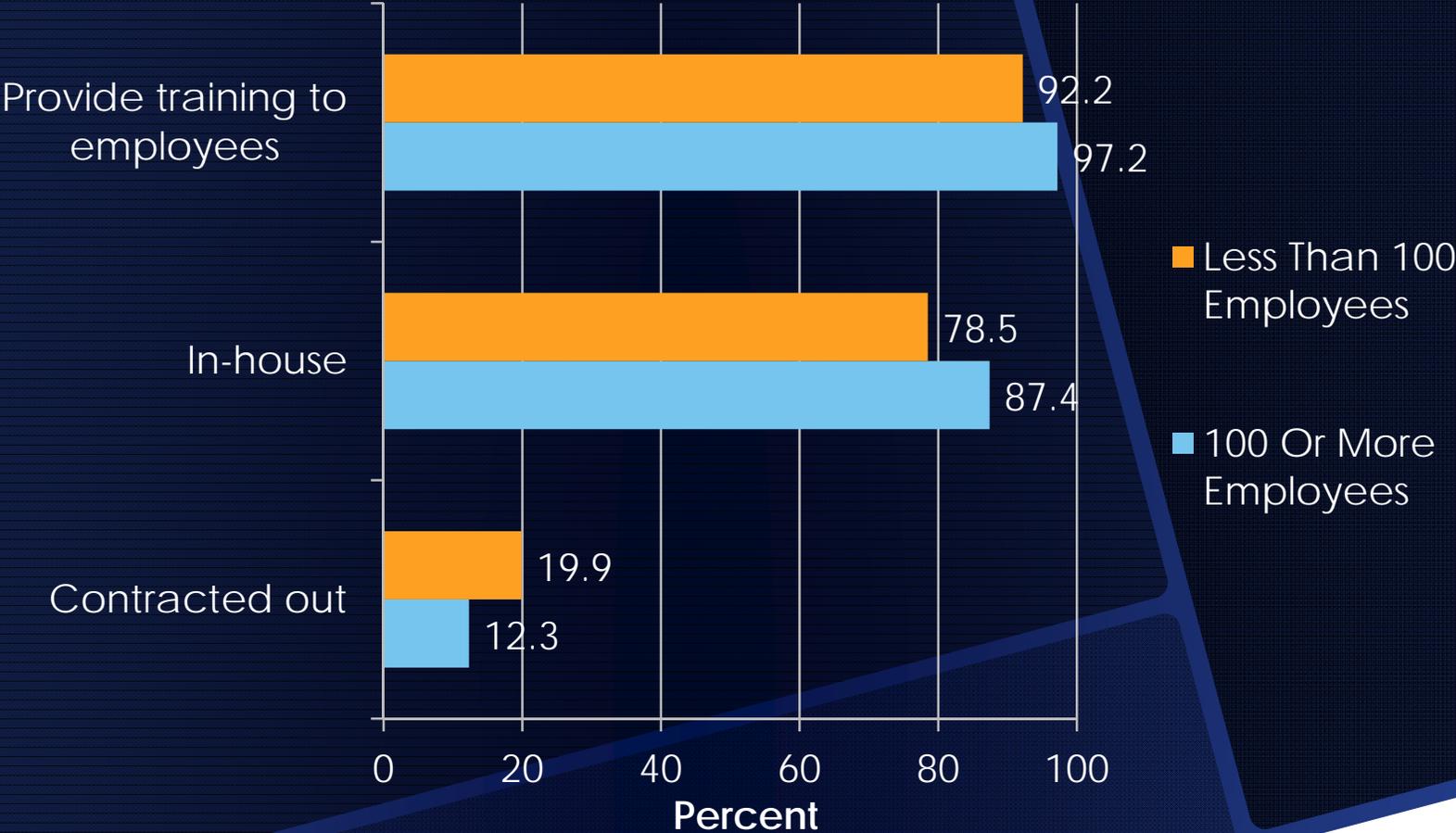
# Experience Or Degree: Defining Factor



# Recruitment At Harper College



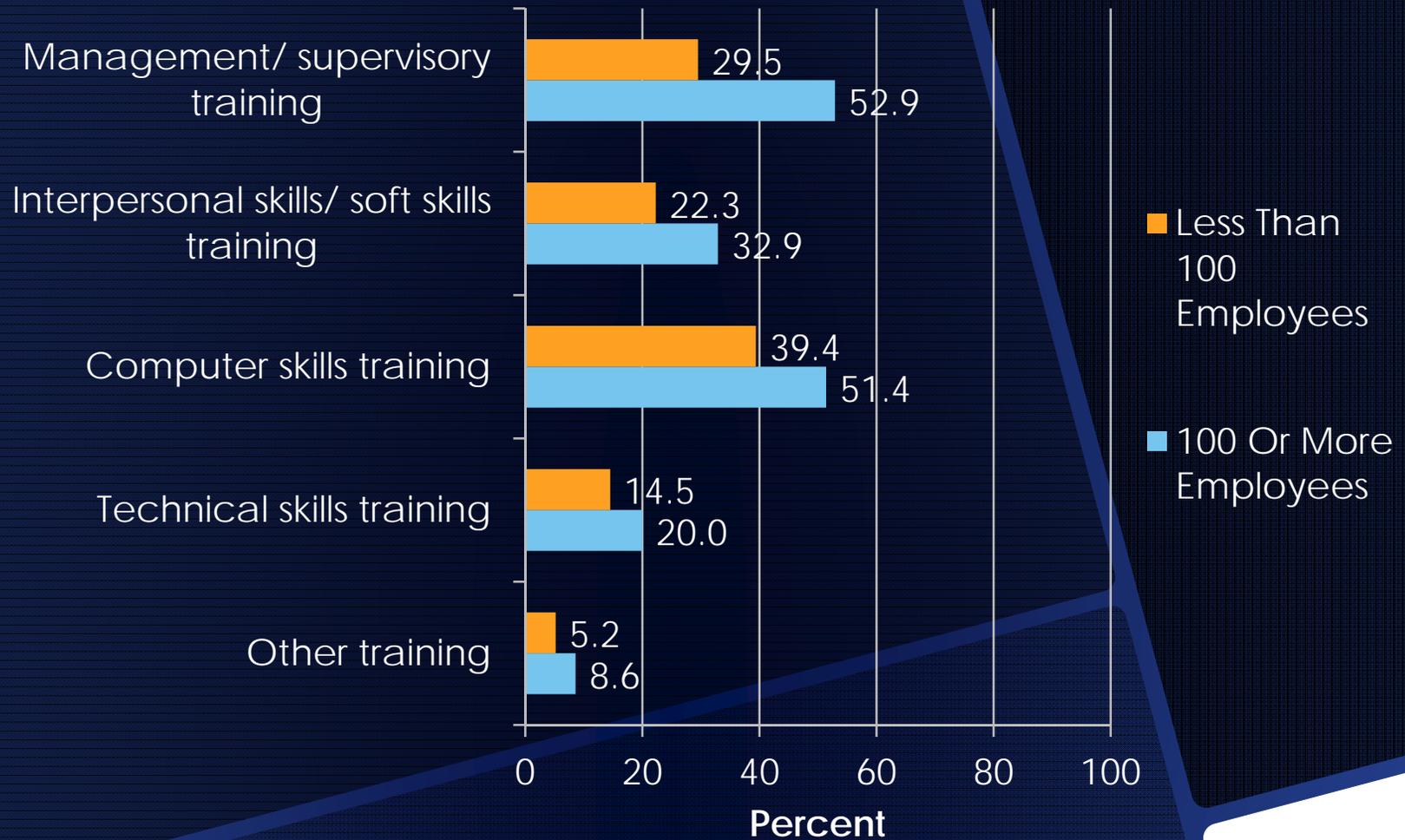
# Current Training Provided







# Future Training Anticipated



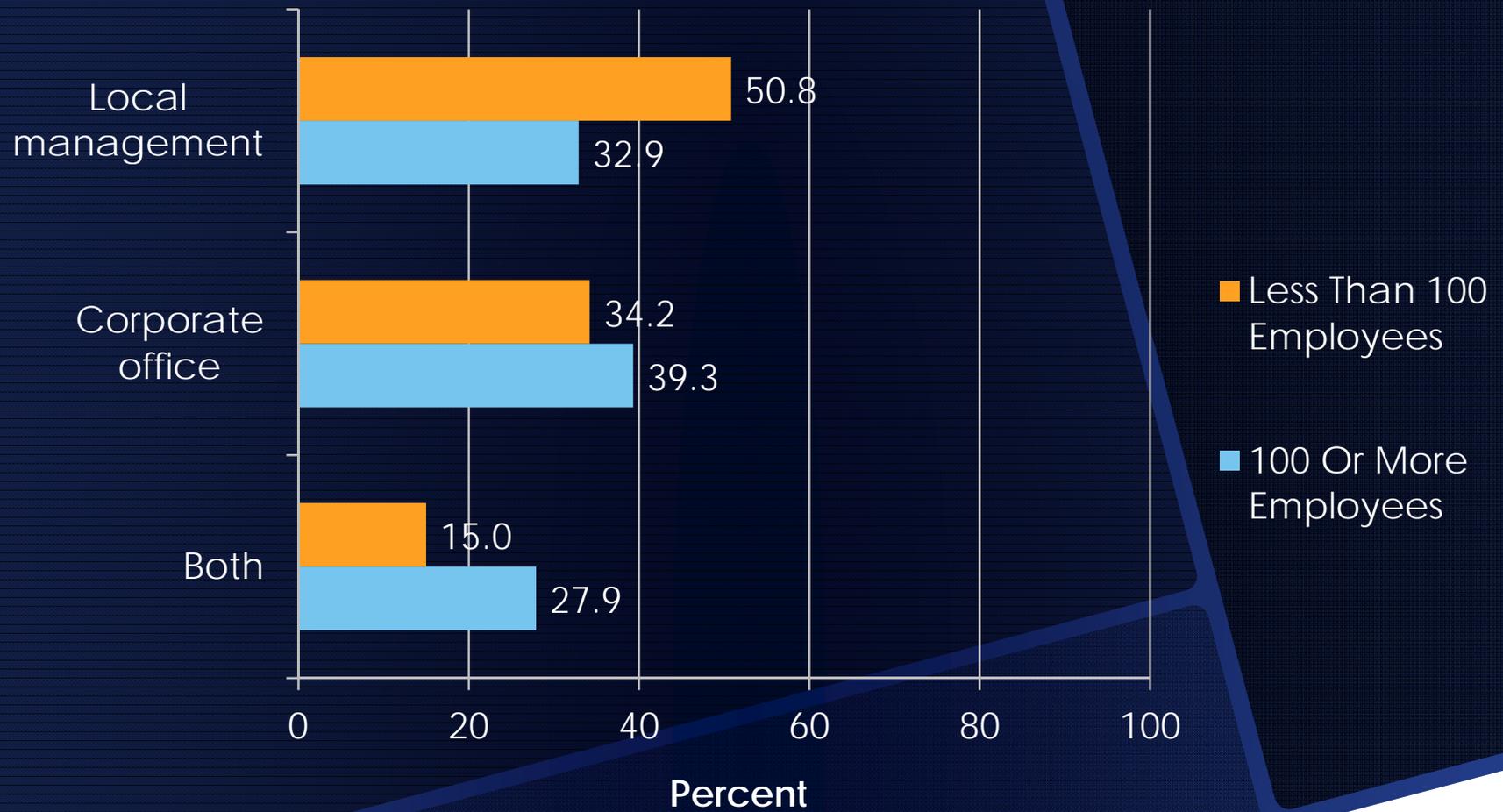




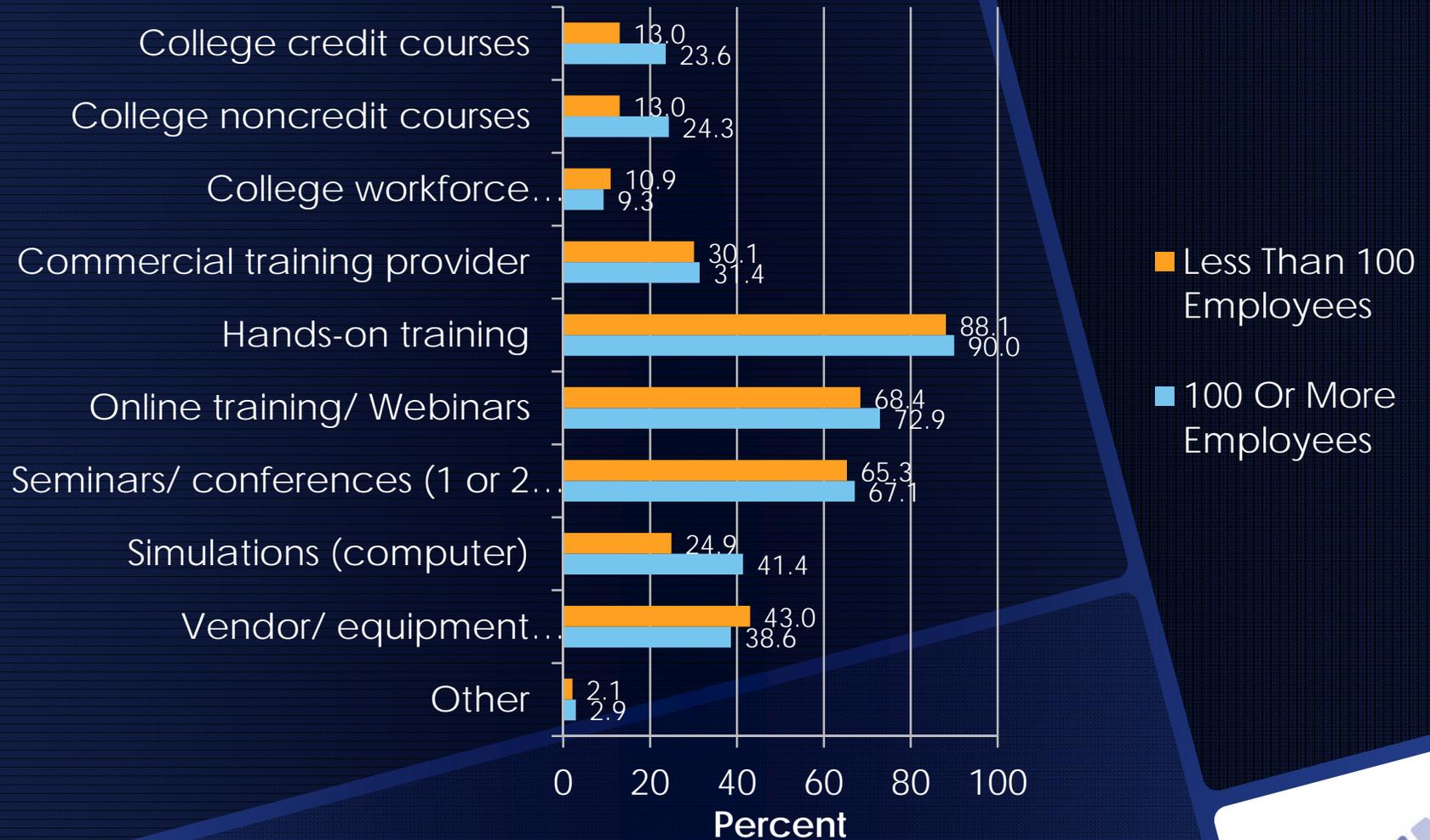




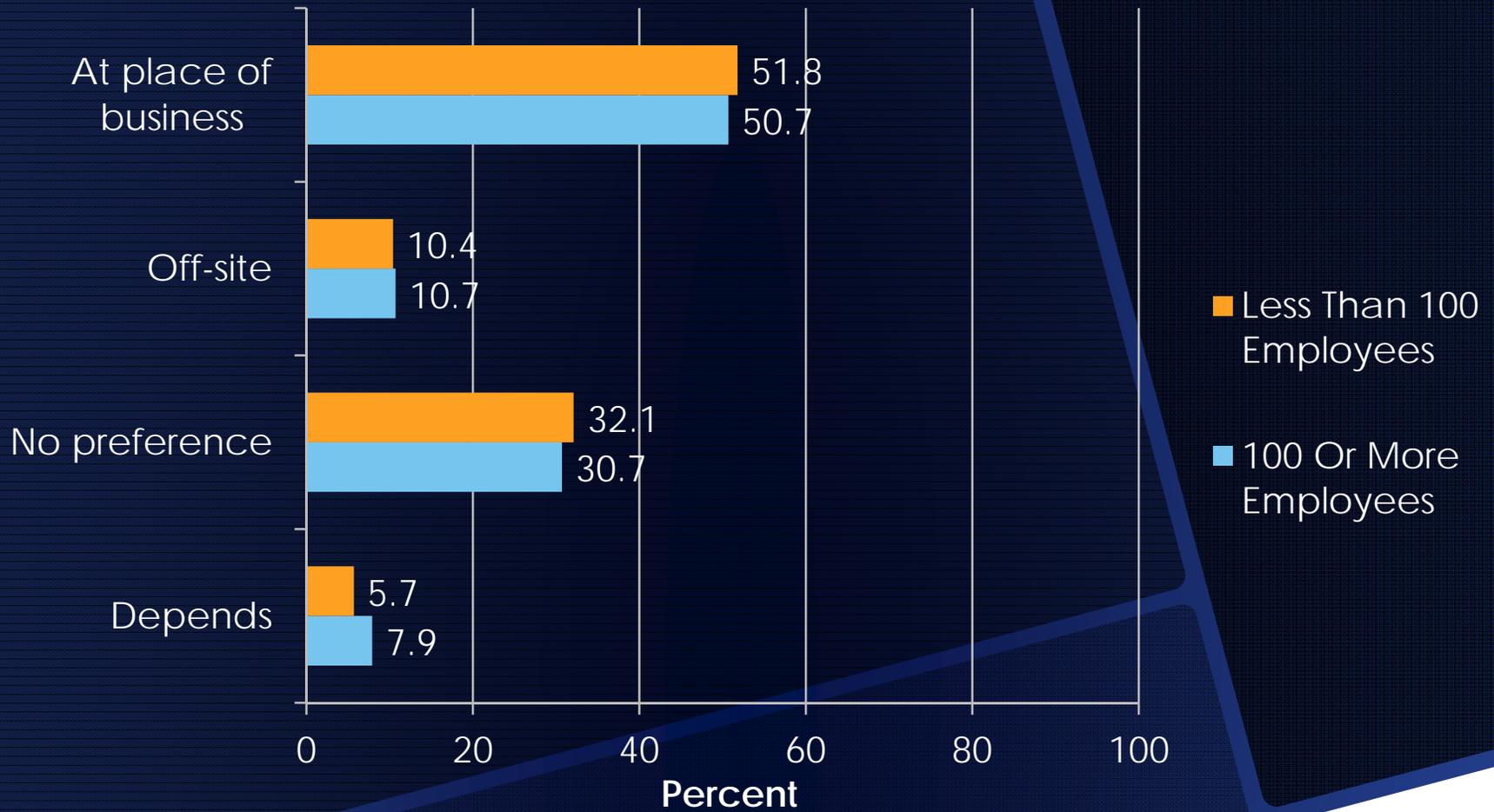
# Training Decisions



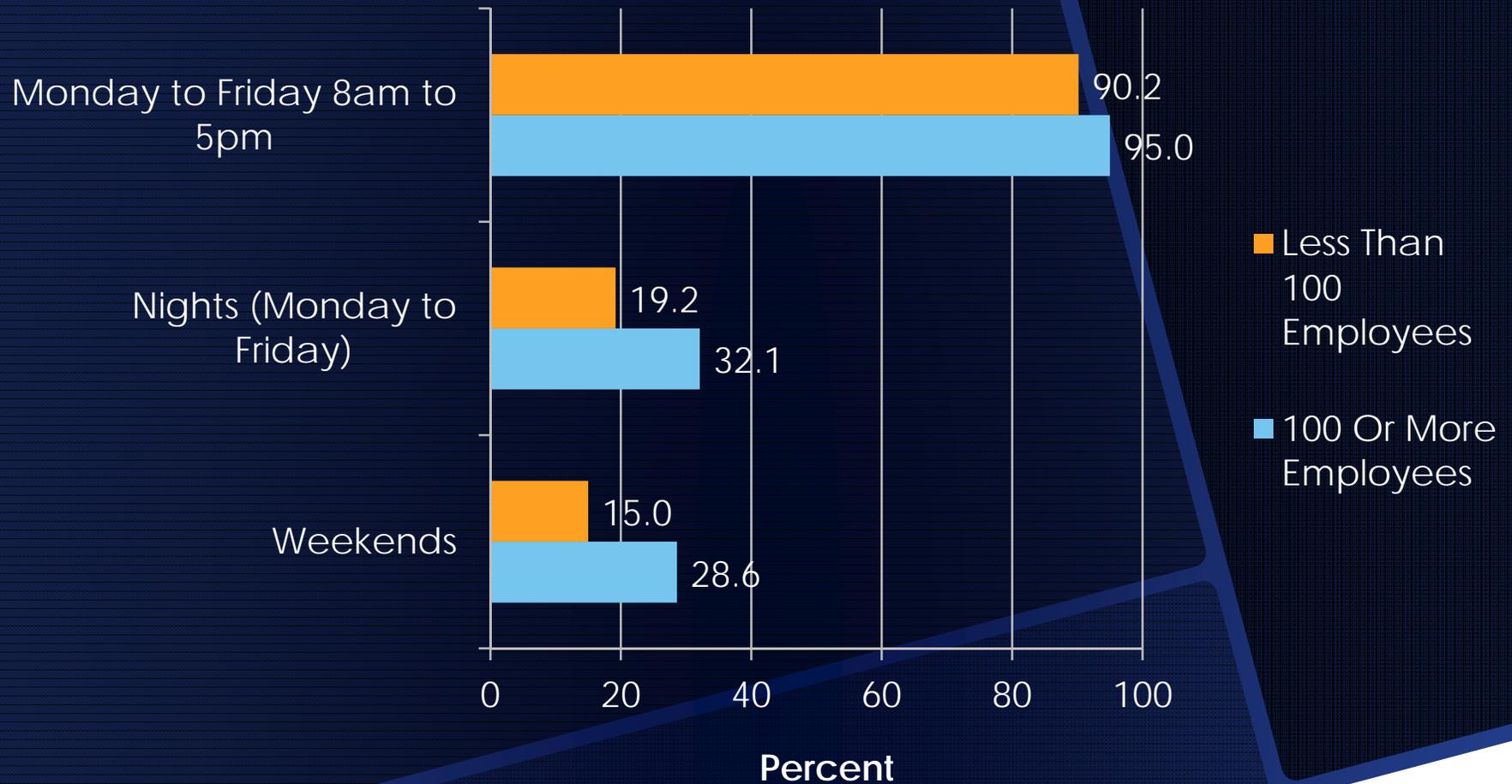
# Training Delivery Preferences



# Training Location Preferences



# Training Time Preferences



# US Education Forecast

Education, work experience, and on-the-job training	Employment				Change 2010-20		Total job openings due to growth and replacement needs, 2010-20		Median annual wage, 2010*
	Number		Percent distribution		Number	Percent	Number	Percent distribution	
	2010	2020	2010	2020					
<b>Typical entry-level education</b>									
Total, all occupations	143,068.2	163,537.1	100.0	100.0	20,468.9	14.3	54,787.4	100.0	\$33,840
Doctoral or professional degree	4,409.7	5,286.3	3.1	3.2	876.6	19.9	1,701.8	3.1	\$87,500
Master's degree	1,986.0	2,417.2	1.4	1.5	431.2	21.7	903.9	1.6	\$60,240
Bachelor's degree	22,171.1	25,827.2	15.5	15.8	3,656.1	16.5	8,562.4	15.6	\$63,430
Associate's degree	7,994.6	9,434.6	5.6	5.8	1,440.0	18.0	2,941.0	5.4	\$61,590
Postsecondary non-degree award	6,524.0	7,624.9	4.6	4.7	1,100.9	16.9	2,389.6	4.4	\$34,220
Some college, no degree	811.6	953.8	0.6	0.6	142.2	17.5	362.0	0.7	\$44,350
High school diploma or equivalent	62,089.6	69,665.7	43.4	42.6	7,576.1	12.2	21,745.9	39.7	\$34,180
Less than high school	37,081.7	42,327.4	25.9	25.9	5,245.7	14.1	16,180.8	29.5	\$20,070

Footnotes: \* Data are from the Occupational Employment Statistics program, U.S. Department of Labor, U.S. Bureau of Labor Statistics.  
Source: Employment Projections program, U.S. Department of Labor, U.S. Bureau of Labor Statistics

# Local Jobs Forecast

## 80% Have Current/ Future Need To Hire Employees

Educational Level	Number Employees Needed	Percent	Average Hourly Wage	Average Age (Years)		Vacancies Due To: (Percent)		
				Current Employees	At Retirement	Business Growth	Retirement	Turnover
No education required	444	24.0	\$8.94	22	65	38	8	55
High school/GED	732	39.6	\$12.85	28	64	37	11	52
Technical Certificate	33	1.8	\$11.25	28	64	55	15	29
Certification	202	10.9	\$19.54	35	63	48	14	38
Associate Degree	277	15.0	\$18.01	35	63	57	15	28
Bachelor's Degree	103	5.6	\$25.30	34	64	42	22	36
Master's Degree	37	2.0	\$30.69	34	64	55	24	21
Doctoral/ Professional Degree	5	0.3	N/A	35	N/A	100	0	0
<b>TOTAL (Average)</b>	<b>1,850</b>	<b>100.0</b>	<b>\$14.78</b>	<b>29</b>	<b>64</b>	<b>42</b>	<b>13</b>	<b>44</b>



# Future Employee Needs

- No High School
  - Assistant Manager
  - Baggers
  - Bakery Staff
  - Bartenders
  - Carryout
  - Cashiers
  - Data Collection
  - Dishwashers
  - Dispatchers
  - Entry-level Sales
  - Hotel Staff
  - Laborers
  - Lifeguards
  - Machinists
  - Retail
  - Stockers
  - Technicians
  - Warehouse Associates



# Future Employee Needs

## • High School/ GED

- Administrative Assistants
- Automotive Techs
- Brand Ambassadors
- Call Center
- Cashiers
- Childcare
- Clerical
- Concession Staff
- Custodian
- Dishwashers
- Drivers
- Entry-level
- Firefighters
- Hotel Staff
- Maintenance
- Office Staff
- Restaurant Staff
- Retail
- Sales Associate
- Skilled Labor
- Summer Counselors
- Tellers
- Web Designer

# Future Employee Needs

- Technical Certificate
  - Administrative Assistant
  - Cook
  - Customer Service
  - Medical Technical
  - Sales
  - Service Technicians
  - Youth Care Worker

# Future Employee Needs

- Certifications
  - Account Manager
  - CNC Machinist
  - Dental Assistant
  - Fleet Mechanic/ Supervisor
  - Hairdresser
  - Inspectors
  - Instructors/ Teacher
  - Plumber
  - Loan Officers
  - Medical Assistants
  - Nurses
  - Paralegals
  - Real Estate

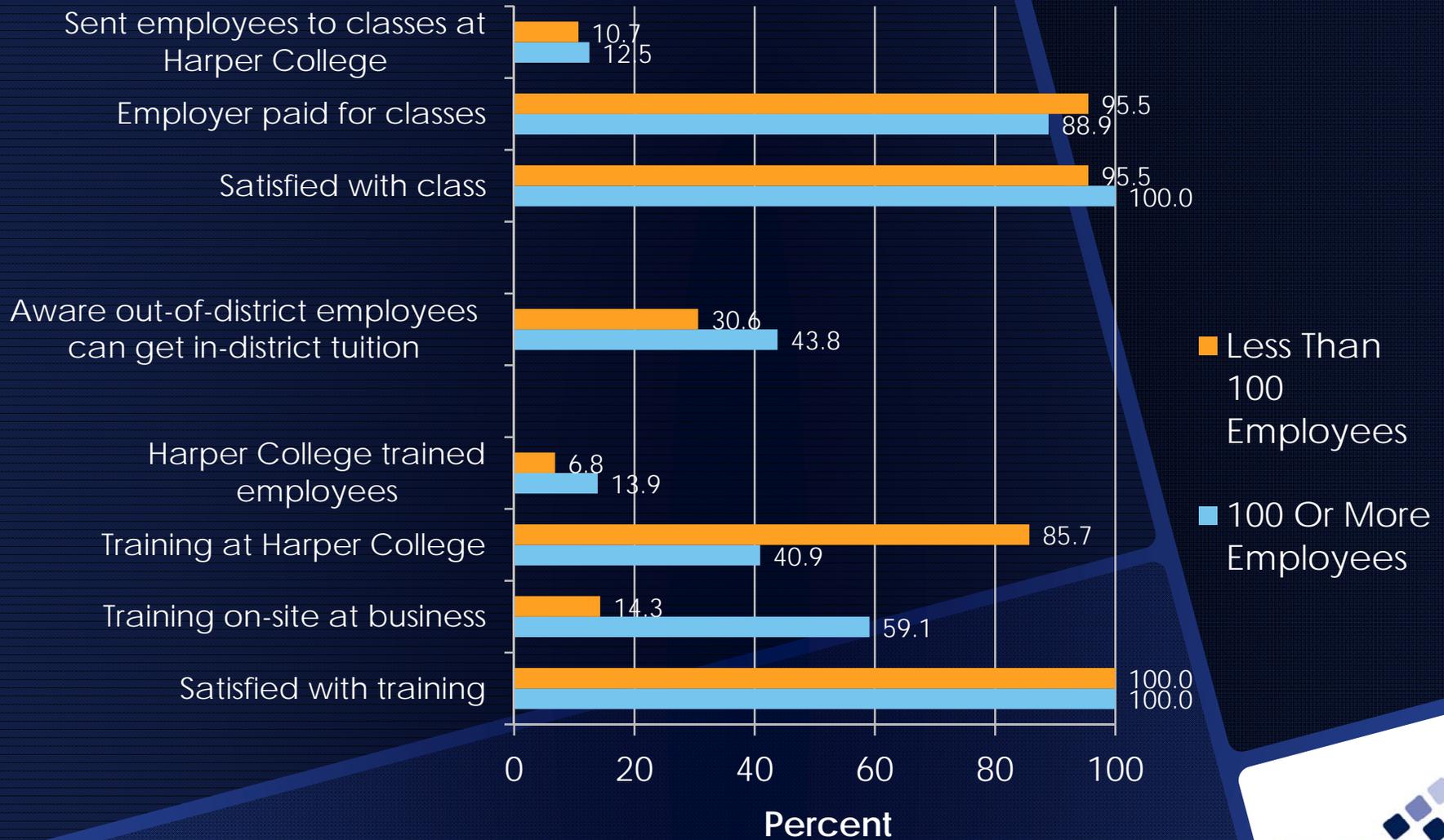
# Future Employee Needs

- Associate Degrees Needed
  - Help Desk, Desktop Support
  - Real Estate Agents
  - Accounting
  - Personal Bankers
  - Network Administrators
  - Software Developers
  - Park/ Recreation
  - Plumbing
  - Police
  - Administrative Assistants
  - Benefits Administrator
  - Firefighters
  - Nurses

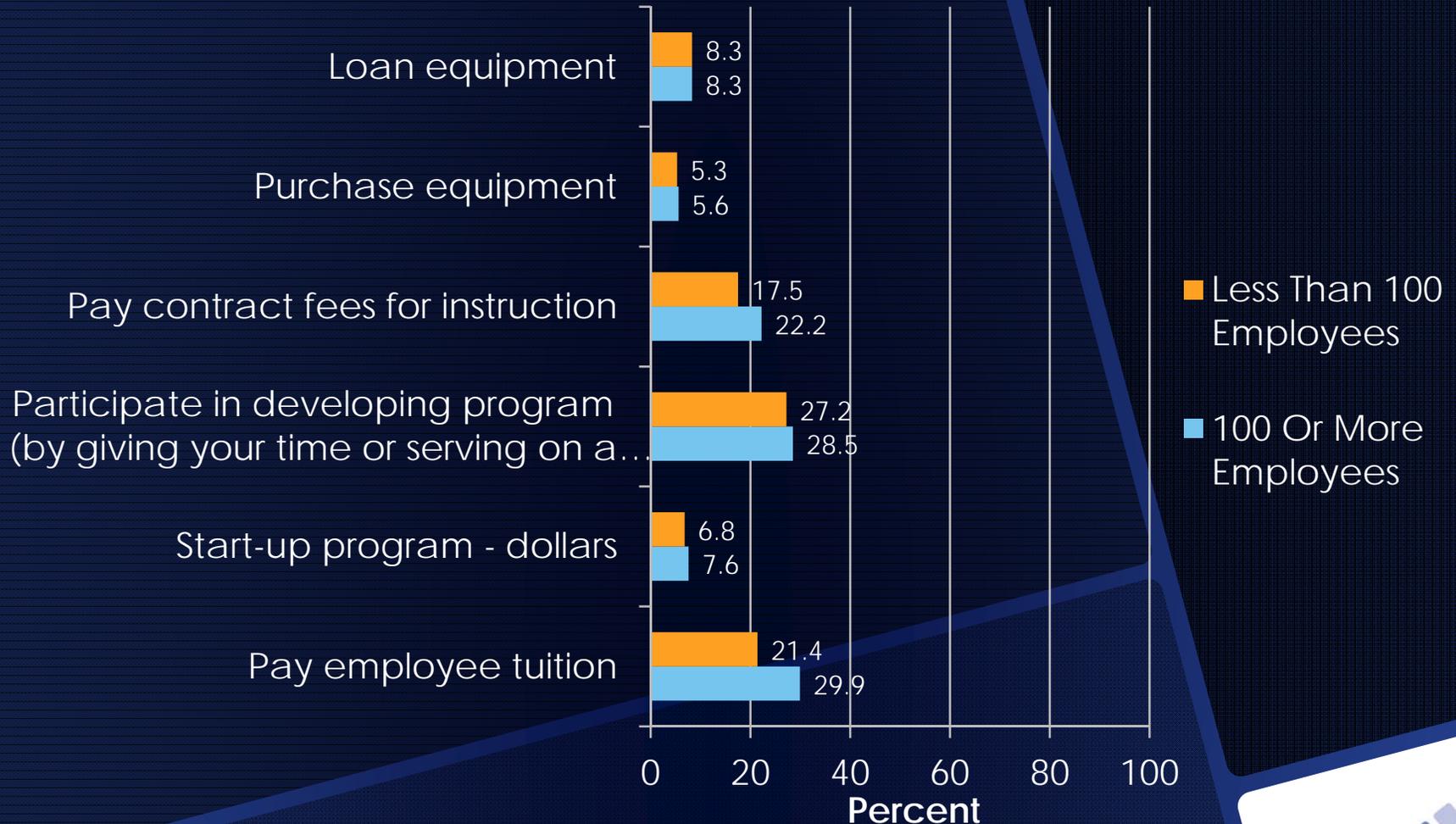
# Future Employee Needs

- Bachelor's Degrees Needed
  - Software Engineers
  - Management/ Managers/ Administrative
  - Engineers
  - Project Managers
  - Sales
  - Estimators
  - IT
  - Reporters
  - Teachers

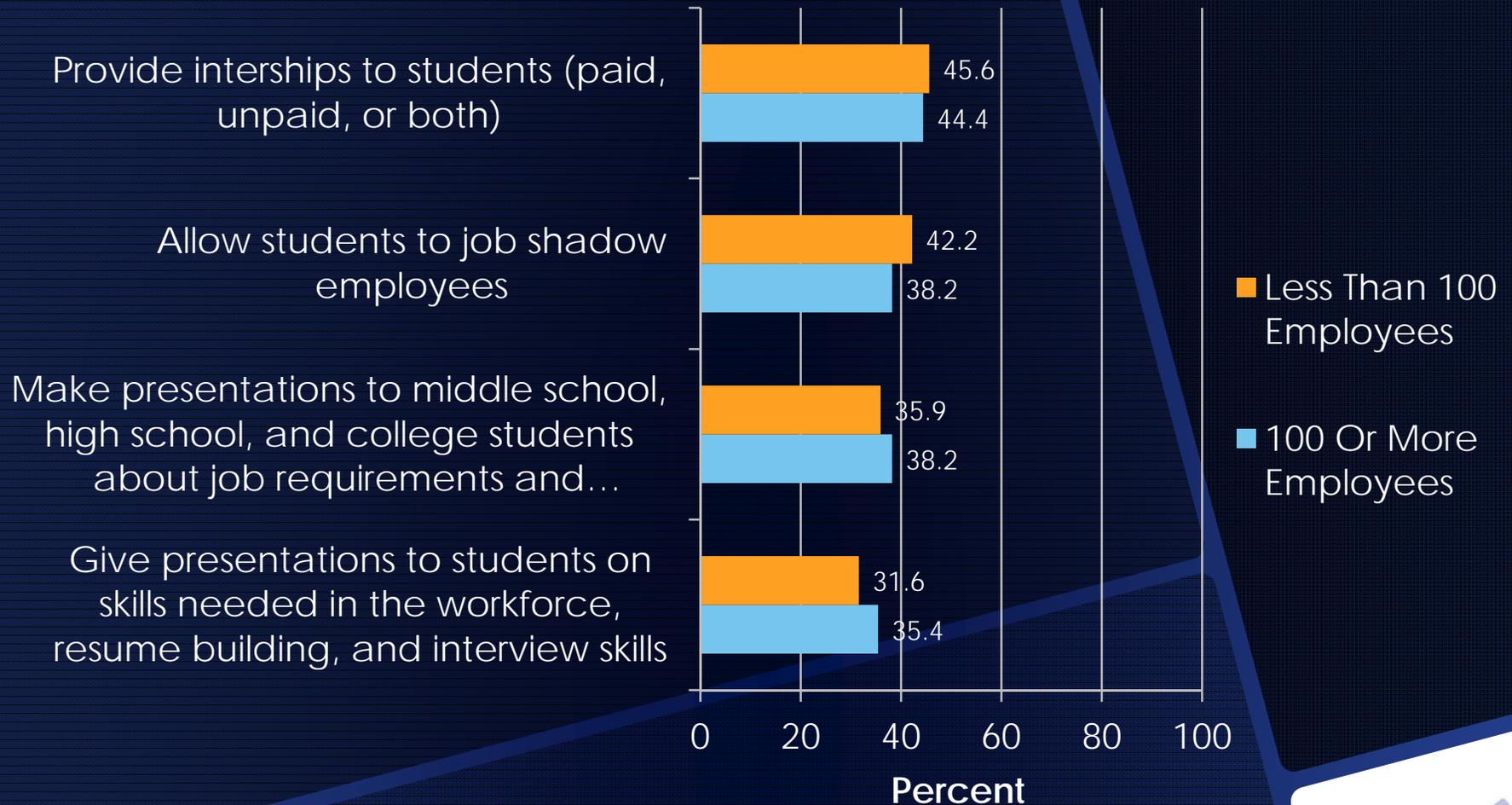
# Usage Of Harper College



# Willingness To Partner With Harper College: New Program Development

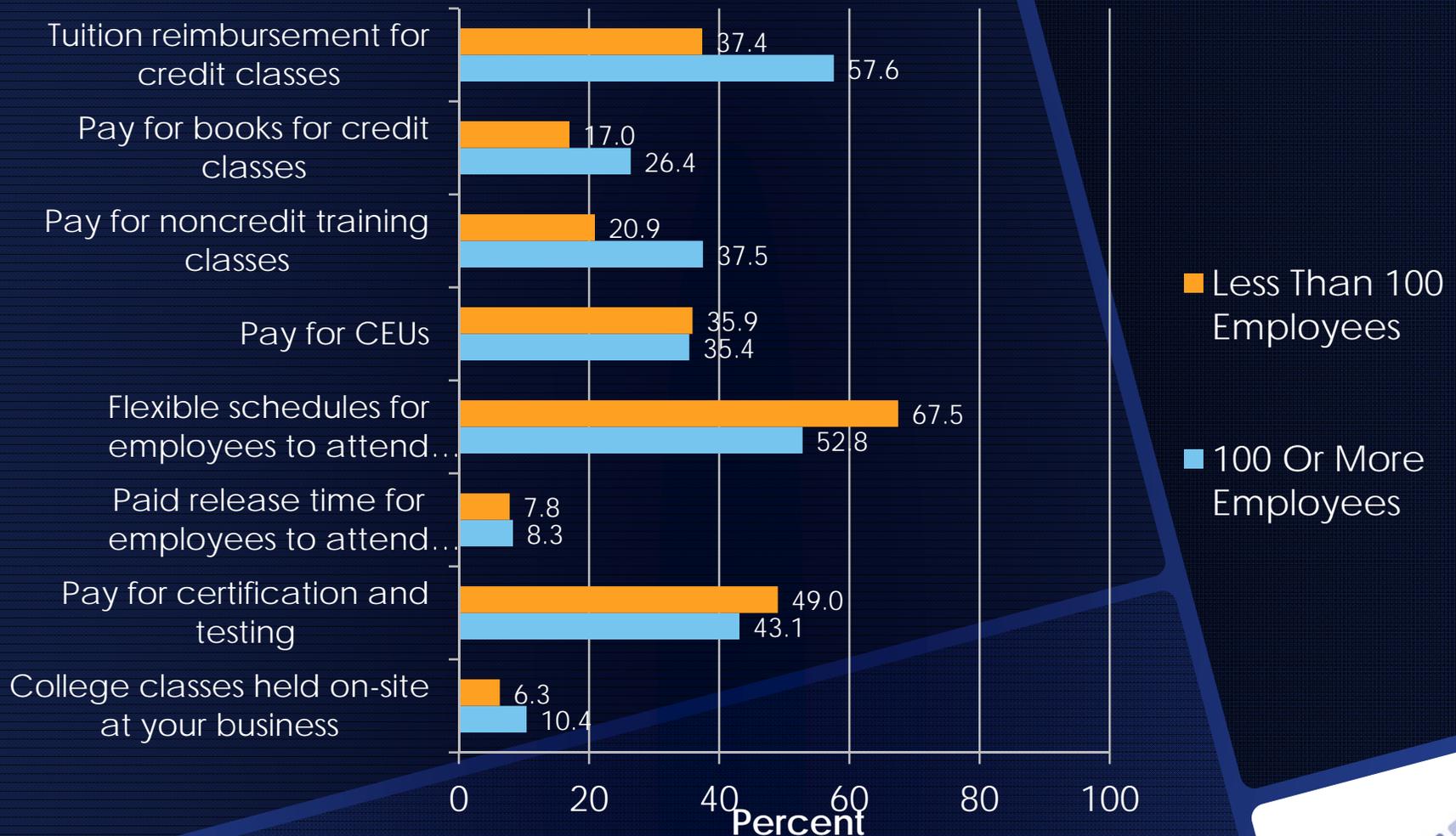


# Willingness To Partner With Harper College: Students Gaining Experience

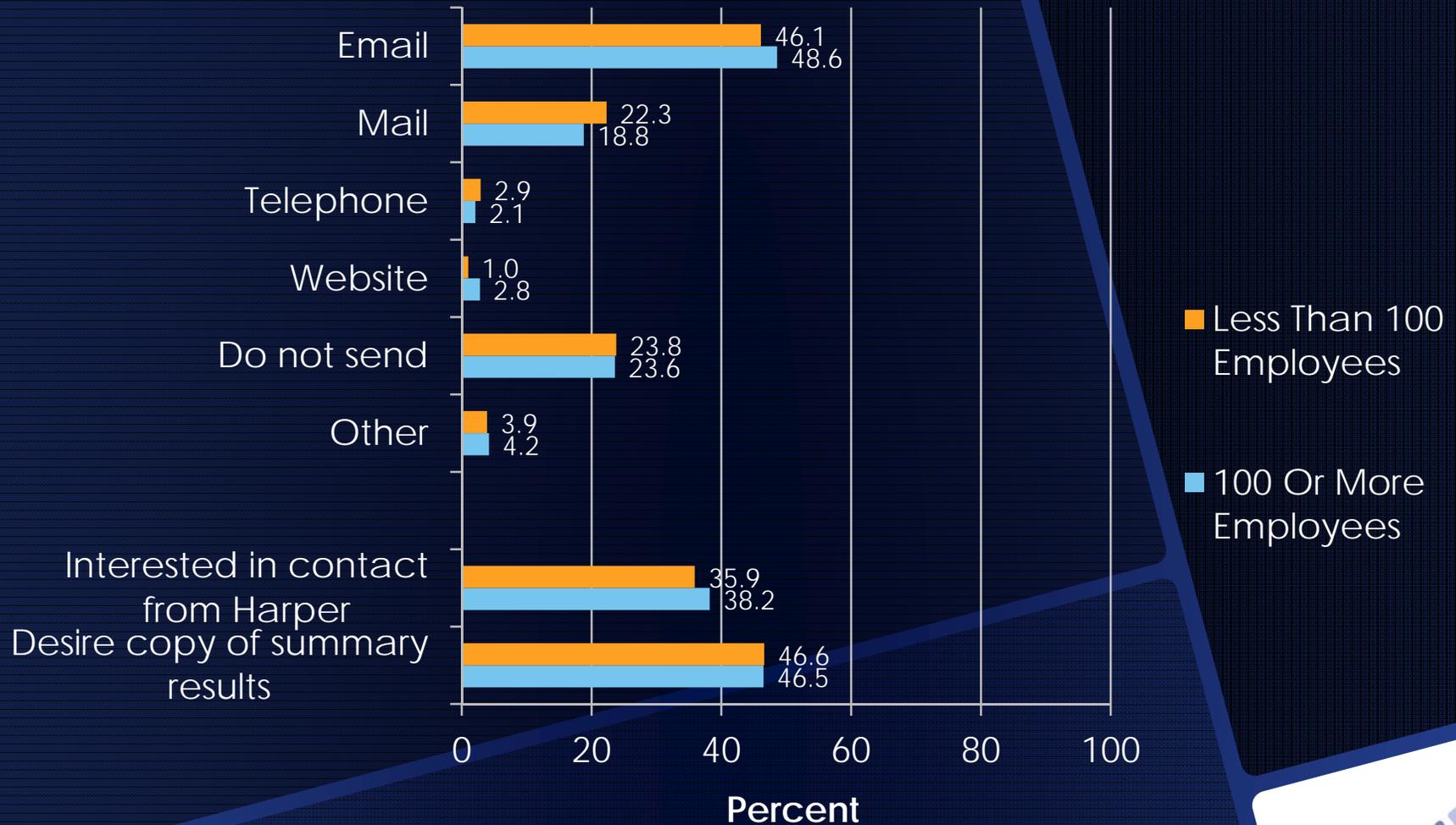




# Employers Support Of Employee Education



# Communication Preferences



## Key Issues

- Employers Needs A Source Of Qualified Applicants
- Internships Key In Providing Graduates' Experience
- CEUs And Certifications May Play A Major Role In Future Education And Training
- Development Of Creative Delivery For Training And Increasing Awareness Of Harper's Offerings



Questions?