



 Harper College

# Community And Employer Surveys: Executive Summary

Presentation  
May 14 -15, 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)

# Awareness

- Unaided Awareness
  - 33% In 2010
  - 33% In 2013
  - Majority Remained The Same
    - Other Community Colleges Slight Increases From 2010 To 2013
      - Elgin Community College And Oakton Community College
    - Northern Illinois University Slight Increase
- Familiarity
  - 57% In 2010
  - 58% In 2013
  - Same Trend As Unaided

- Keyword Descriptors
  - Added In 2013
- Harper College
  - Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big
- College Of DuPage
  - Community, Good
- Elgin Community College
  - Community College, Two-Year College, Local, Good
- Oakton Community College
  - Community College, Local, Good, Close To Home

- Local Community College Serving Residents
  - 89% In 2010
  - 69% In 2013
    - Elgin Community College 10%
    - Oakton Community College 10%
- Items Associated With Harper College
  - Nursing, Affordable, Two Years, Transfer, Associate Starter

- Harper College Best Known For...
  - Academic Reputation
    - 18% In 2010
    - 10% In 2013
  - Specific Major
    - 19% In 2010
    - 24% In 2013
  - Nothing
    - 13% In 2010
    - 20% In 2013
  - Transfer Program
    - 20% In 2010
    - 15% In 2013

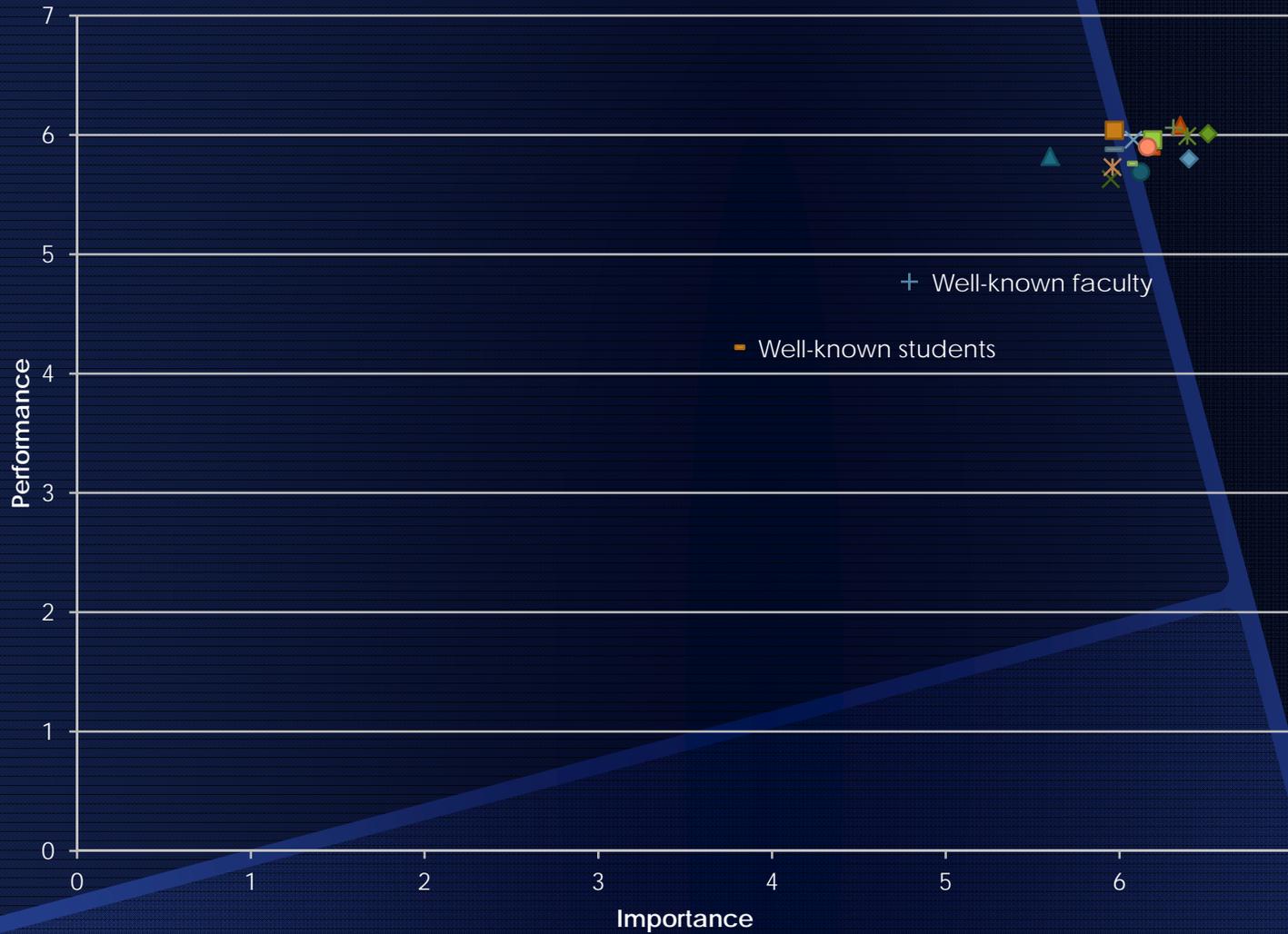
# Media Recall

- Recall In Last Year
  - Added In 2013
  - Material Mailed To Home (60%)
  - Brochures (44%)
  - Newspaper (44%)
  - Less Than 20% Each
    - Radio, Billboards, Television, Email, Online Ads, Facebook

# 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)

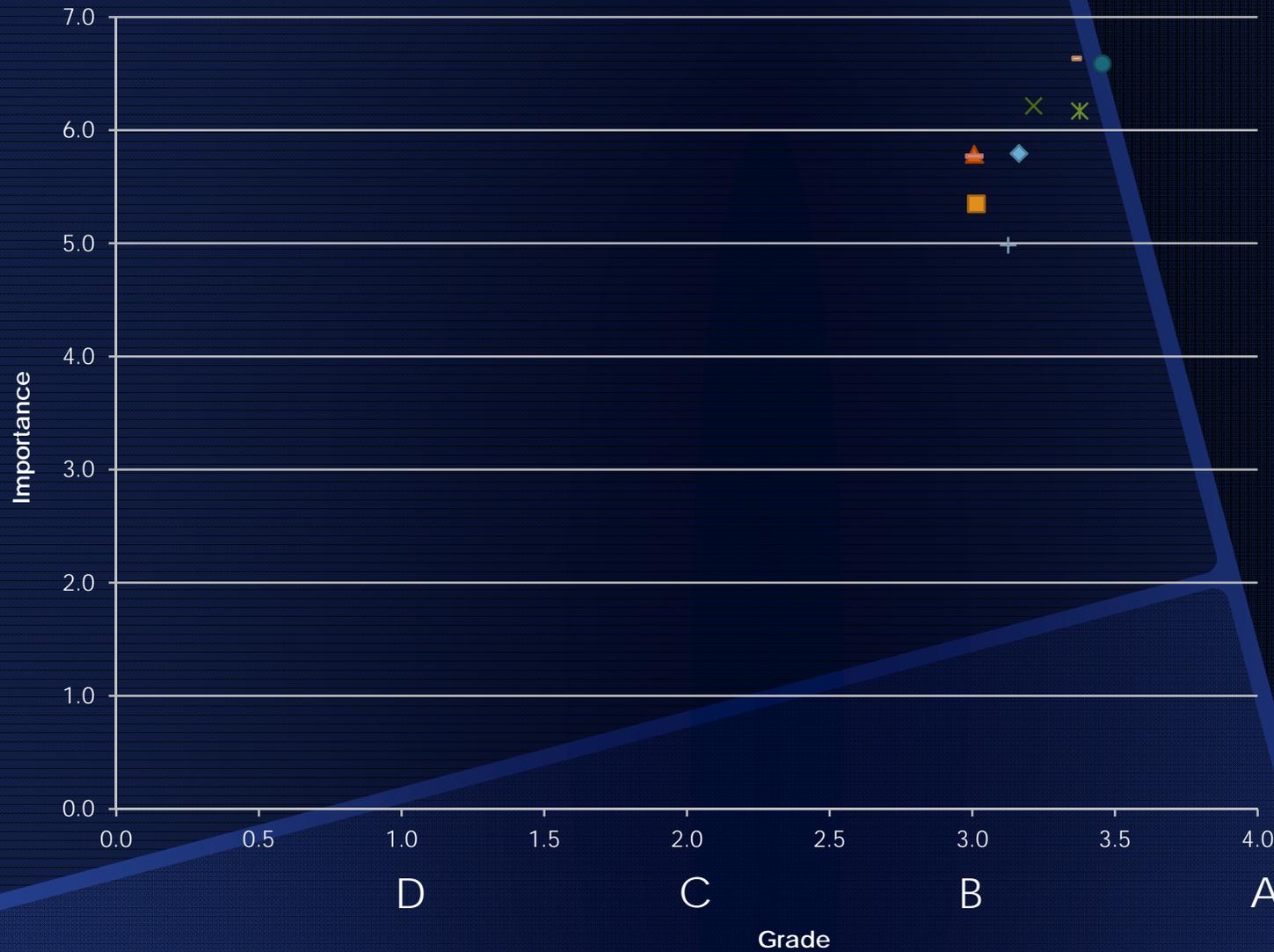
- Cost/ Value for money/ Affordable/ Financial aid (6.51, 6.01)
- Academic reputation (6.40, 5.80)
- The right courses (6.39, 5.99)
- Transfer program/ Lead to four-year/ Start education (6.35, 6.08)
- Flexible course scheduling – day, evening, weekend, online (6.31, 6.06)
- Schedule fits (6.19, 5.96)
- 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

- Taken Courses (28%)
- Attended Event (54%)
  - Craft Show, Concerts, Plays, Musical, Theater, Graduation
- Provided Support To College (4%)
- Participated In Job Training (5%)

## Sources Used

- 2010
  - Newspapers 55%
  - Internet 15%
  - Direct Mail 14%
  - Word Of Mouth 13%
- 2013
  - Newspapers 56%
  - Internet 24%
  - Direct Mail 15%
  - Word Of Mouth 13%

## Preferred Sources

- 2010
  - Direct Mail 40%
  - Internet 17%
  - Newspaper 11%
- 2013
  - Direct Mail 39%
  - Internet 16%
  - Newspaper 14%

Information  
Sources

# 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

Goals



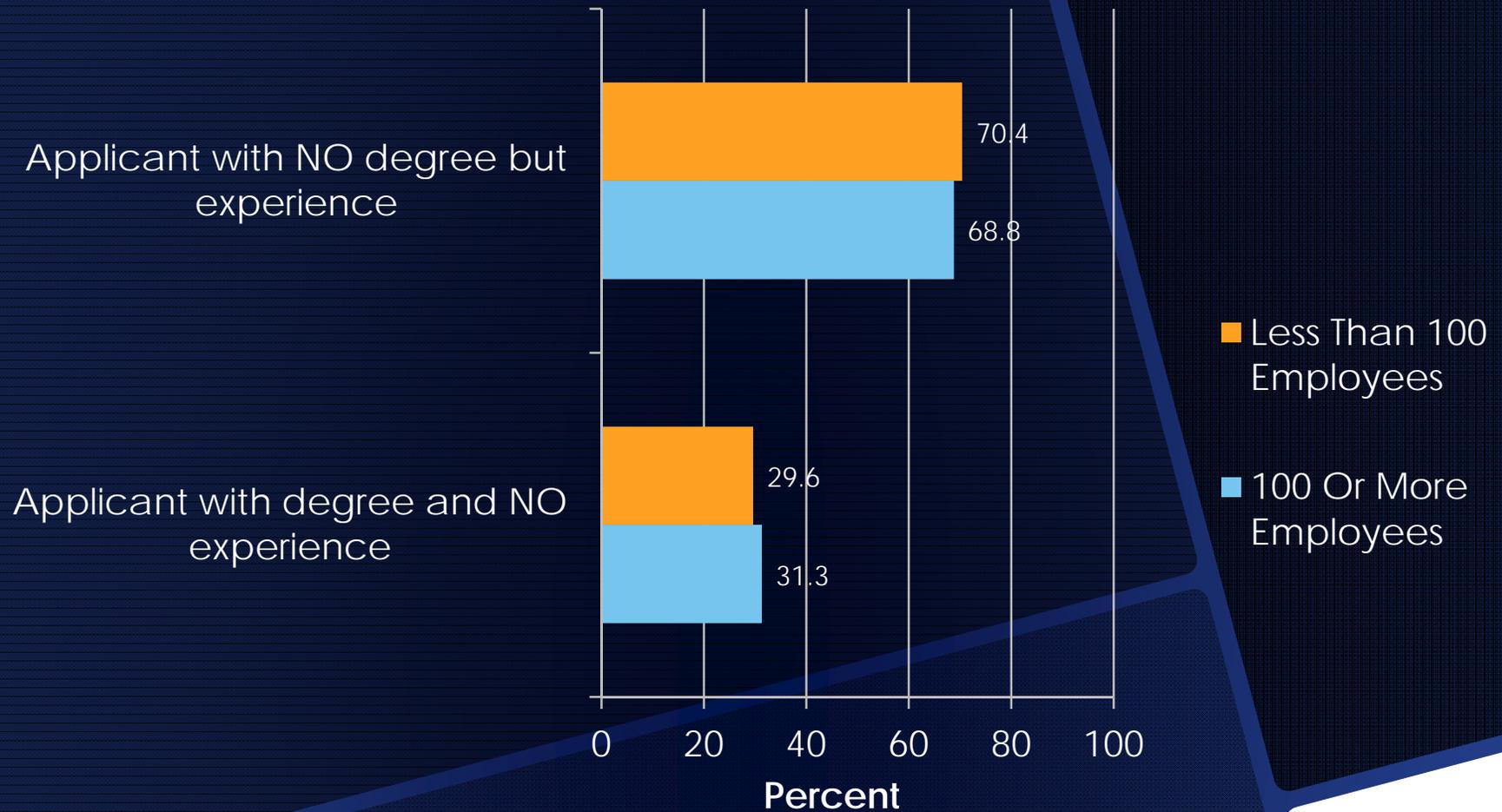
# Methodology

- 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

# Shortage Of Job Candidates

- 39% Noted Current Shortage Of Qualified Job Candidates In The Area
  - Experience, Communication, Math, Sales, Excel, Technical, Computers, Mechanical, Electrical, Reading, Work Ethic
- 30% Noted Shortage In Next 3 To 5 Years
  - Lack Of ... Skills, Experience, Motivation, Education, Work Ethic
  - Not Qualified, Not Interest, Retirements

# Experience Or Degree: Defining Factor





## Recruiting From Harper College

- 30% Recruited Graduates Or Students From Harper College For Jobs
  - 48% Posted Job On Harper College Website
  - 90% Hired Graduate Or Student For Job
    - 96% Very Satisfied/ Satisfied With Hire

# US Future Employee Needs

Education, work experience, and on-the-job training	Employment				Change	
	Number		Percent distribution		2010-20	
	2010	2020	2010	2020	Number	Percent
<b>Typical entry-level education</b>						
Total, all occupations	143,068.2	163,537.1	100.0	100.0	20,468.9	14.3
Doctoral or professional degree	4,409.7	5,286.3	3.1	3.2	876.6	19.9
Master's degree	1,986.0	2,417.2	1.4	1.5	431.2	21.7
Bachelor's degree	22,171.1	25,827.2	15.5	15.8	3,656.1	16.5
Associate's degree	7,994.6	9,434.6	5.6	5.8	1,440.0	18.0
Postsecondary non-degree award	6,524.0	7,624.9	4.6	4.7	1,100.9	16.9
Some college, no degree	811.6	953.8	0.6	0.6	142.2	17.5
High school diploma or equivalent	62,089.6	69,665.7	43.4	42.6	7,576.1	12.2
Less than high school	37,081.7	42,327.4	25.9	25.9	5,245.7	14.1

# Future Employee Needs

- 80% Have Current/ Future Need To Hire Employees
- 1,850 Jobs Needed Over Next Two Years
  - Many Would Not Provide Number
- Education Required
  - 40% High School Or GED
  - 24% No Education
  - 15% Associate Degree
  - 11% Certification
  - 6% Bachelor's Degree
  - 2% Technical Certificate, Master's Degree, Professional Degree



# 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

# Training Needs

- 94% Of Employers Provide Training To Employees
  - 81% In-House
  - 17% Contracted Out
    - 3% Harper College As Provider
- Future Training Planned:
  - Computer Training (44%)
  - Management/ Supervisory Training (39%)
  - Interpersonal/ Soft Skills (27%)
  - Technical Skills Training (17%)
- 47% Employee Participation In CEUs Required For Licensing

# Training Needs

- Delivery Preferences
  - Training Decisions Made By Local Management (43%), Corporate Office (36%), Both (20%)
  - Training Formats Preferred
    - 89% Hands-On
    - 70% Online/ Webinars
    - 66% Seminars/ Conferences
    - 17% College Credit/ Noncredit Courses
  - Preferred Training Location Is Place Of Business (51%)
    - 92% Train Monday To Friday 8am To 5pm, Less Than 25% Nights And Weekends



## Educational Support For Employees

- 61% Flexible Schedules For Employees To Allow Them To Attend College Classes
- 47% Pay For Certification And Testing
- 46% Tuition Reimbursement Credit Classes
- 36% Pay For CEUs
- 27% Pay For Noncredit Courses
- 21% Pay For Books For Credit Classes
- 8% Paid Release Time To Attend And College Classes Held On-Site

# Usage Of Harper College

- Overall Usage Low – No Need Or Not Aware
- 11% Sent Employees To Classes At Harper College
  - 92% Paid For Classes; 98% Satisfied
- 10% Harper College Trained Employees
  - 100% Satisfied
- 36% Aware Of In-District Tuition Program For Employees

## Partnerships: Program Development

- 28% Participate In Developing Program (Giving Time, Serving On Committee)
- 25% Pay Employee Tuition
- 18% Provide Site For Classes And/ Or Lab
- 19% Pay Contract Fees For Instruction
- 15% Develop Customized Workforce Training Program
- 8% Loan Equipment/ 5% Purchase Equipment
- 7% Start-Up Program – Dollars



## Partnerships: Students

- 45% Provide Internships To Students (Paid, Unpaid, Both)
- 41% Allow Students To Job Shadow Employees
- 37% Make Presentations To Middle School, High School, And College Students About Job Requirements And General Career Information
- 33% Give Presentations To Students On Skills Needed In The Work Force, Resume Building, And Interview Skills



# Interest In Harper College

- 37% Interested In Contact From Harper College About Training
- 47% Would Like A Summarized Copy Of The Survey Results

## 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?