Community And Employer Surveys: Executive Summary
Community Survey Results
• 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
• Community Survey
  • 400 Telephone Interviews
    • 95% Reliability; +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)
• 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
• 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

Performance vs Importance

Well-known faculty
Well-known students
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)
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

Importance vs. Grade

Grade:
- D
- C
- B
- A

Importance:
- 0.0
- 0.5
- 1.0
- 1.5
- 2.0
- 2.5
- 3.0
- 3.5
- 4.0

CLARUS corporation
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)
• 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%
• Higher Knowledge Of Specific Programs
• Solid Niches
  • Affordability
  • Transfer
• Increased Communication
  • Importance Of College To Local Economy
  • Employer/ Job Training
Questions?
• 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
• Employer Survey
  • 350 Employers
    • 95% Reliability; +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
• 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

- Applicant with NO degree but experience
  - Less Than 100 Employees: 70.4%
  - 100 Or More Employees: 68.8%

- Applicant with degree and NO experience
  - Less Than 100 Employees: 29.6%
  - 100 Or More Employees: 31.3%
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

<table>
<thead>
<tr>
<th>Education, work experience, and on-the-job training</th>
<th>Employment</th>
<th>Change 2010-20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent distribution</td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>2020</td>
</tr>
<tr>
<td>Typical entry-level education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total, all occupations</td>
<td>143,068.2</td>
<td>163,537.1</td>
</tr>
<tr>
<td>Doctoral or professional degree</td>
<td>4,409.7</td>
<td>5,286.3</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>1,986.0</td>
<td>2,417.2</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>22,171.1</td>
<td>25,827.2</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>7,994.6</td>
<td>9,434.6</td>
</tr>
<tr>
<td>Postsecondary non-degree award</td>
<td>6,524.0</td>
<td>7,624.9</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>811.6</td>
<td>953.8</td>
</tr>
<tr>
<td>High school diploma or equivalent</td>
<td>62,089.6</td>
<td>69,665.7</td>
</tr>
<tr>
<td>Less than high school</td>
<td>37,081.7</td>
<td>42,327.4</td>
</tr>
</tbody>
</table>
• 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
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.
• 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 for 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
- 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
- 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
• 37% Interested In Contact From Harper College About Training
• 47% Would Like A Summarized Copy Of The Survey Results
• Employers Need 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?