APPENDIX A.
COMMUNITY SCAN – QUESTIONNAIRE

Harper College Community Survey

Hello, my name is _____ with CLARUS Corporation. We're conducting an important opinion survey about higher education in your area. We'd like very much to include your household. We are not selling or advertising anything, during this call or afterward. All of your responses will be strictly confidential. We will need only around 10 minutes of your time.

Confirm: Are you 18 years of age or older?
1   Yes   (CONTINUE)
2   No -> May I speak with an adult in the household?
          1   Yes -> (WHEN NEW PERSON ON LINE, REPEAT INTRODUCTION)
          2   No -> (THANK FOR TIME AND GO TO ANOTHER NUMBER)

Confirm: Are you willing to participate?
1   Yes -> (CONTINUE)
2   No -> May I speak with an adult in the household?
          1   Yes -> (WHEN NEW PERSON ON LINE, REPEAT INTRODUCTION)
          2   No -> (THANK FOR TIME AND GO TO ANOTHER NUMBER)

Your zip code of residence is:
          60004 Arlington Hts
          60005 Arlington Hts
          60006 Arlington Hts
          60007 Elk Grove Vlg
          60008 Rolling Mdws
          60009 Elk Grove Vlg
          60010 Barrington
          60011 Barrington
          60016 Des Plaines
          60017 Des Plaines
          60018 Des Plaines
          60021 Fox River Grv
          60056 Mt Prospect
          60067 Palatine
          60070 Prospect Hts
          60074 Palatine
          60078 Palatine
          60084 Wauconda
          60089 Buffalo Grove
          60090 Wheeling
          60110 Carpentersvle
          60133 Hanover Park
          60159 Schaumburg
          60168 Schaumburg
          60169 Hoffman Est
          60172 Roselle
          60192 Hoffman Est
          60193 Schaumburg

60194 Schaumburg
60195 Schaumburg

Correct?   Yes -> CONTINUE
                       No -> What is it? _____ MARK ABOVE

TERMINATE IF NOT ON LIST ABOVE

SECTION A. AWARENESS

Q1. When you think of colleges and universities in your area, which come to mind? Any others? (DO NOT READ – AFTER THREE MENTIONS, STOP PROBE)
   FOR EACH COLLEGE MARKED, ASK:
   Q2. If you were to describe those colleges, what word or phrase would you use?
       (NOTE VERBATIM RESPONSE IN KEYWORD DESCRIPTOR - BE EXACT)

School	First Mention	Other Mentions	Keyword Descriptor
01 College Of Dupage			
02 Depaul University			
03 Devry University			
04 Elgin Community College			
05 Harper College			
06 Loyola University			
07 National-Lewis			
08 Northwestern University			
09 Oakton Community College			
10 Roosevelt University			
11 University Of Illinois – Chicago			
97 Other (___LIST_____)			

Q3. Which community college serves your area? (DO NOT READ LIST)
   1.   Elgin Community College
   2.   College Of Dupage
   3.   Harper College– (RECORD AND SKIP TO Q10)
   4.   Waubonsee
   5.   McHenry
   6.   Oakton
   7.   Other (Specify) _____
   8.   DK

   IF **HARPER COLLEGE NOT CHECKED, READ**: The name of the Community College for your area is Harper College. (CONTINUE TO Q10)

   IF **HARPER COLLEGE CHECKED**: CONTINUE TO Q10

SECTION B. ENGAGEMENT

Q10. Have you ever taken courses at Harper College?

    1   Taken courses

              Q10A. Did you complete a degree or certificate at Harper College?

                      1   Degree

                              What ~~degree~~ program area? LIST: Q10B_____

                      2   Certificate

                              What ~~degree~~ program area? LIST: Q10C_____

                      3   No

    2   No (SKIP TO Q11)

Q11. Have you ever attended an event at Harper College?

    1   Yes ->   What event? LIST: Q11A_____

    2   No

Q12. Have you ever participated in a job training program at Harper College for credit or noncredit, or an employee training provided by Harper College at your place of business?

    1   Yes

              Q12A. Location was: (READ CHOICES)

                    1   On-site at Harper

                    2   At place of business

              Q12B. What training? LIST: _____

              Q12C. Was it for credit or noncredit

                    1   Credit

                    2   Noncredit

    2   No

SECTION C. INTEREST IN EDUCATION

NQA. Now we'd like to understand how interested you are in education over the next couple of years. In the next year or two, which of the following would you be most likely to do: (CHOOSE ONE)

    1   Enroll in a college class (BRANCH TO NQB)

    2   Seek or finish a college degree – BRANCH NQ2A and NQ2B

              NQ2A. What degree?

                    1   Certificate

                    2   Associate

                    3   Bachelor's

                    4   Master's

                    5   Graduate or Professional

                    6   Do not know/ Not sure

              NQ2B. Colleges can deliver degrees in various ways to make it more convenient for you to attend. How likely would you be to enroll in degree programs offered in each of these formats? For each, please mark if you are likely or unlikely to enroll in that degree format.
                  (Coding: 1 = Likely, 2 = Unlikely, 3 = Do Not Know)

                    Accelerated degree programs – less than half the time of the traditional degree program

                    Online degree programs

                    Degree programs meeting locally once a month with online work

Degree programs offered on Friday, Saturday, Sunday
Degree program with a class offered the same night each week for a year
THEN (BRANCH TO NQB)

3   Job training class for current job or new job (BRANCH TO NQB)

4   Earn a professional certification or credential (BRANCH TO NQB)

5   Recreational or leisure class for fun, not related to job (BRANCH TO NQB)

6   NONE OF THE ABOVE
ASK: Is there anything that would change your mind about seeking education or training?
     (PROBE) LIST
     GO TO Q4

NQB. What program area would you major in?   LIST

NQC. What educational institution are you planning to attend?
     1   Harper College
         NQC1. Why are you planning to attend Harper College?
            LIST

     2   Another College
         NQC2. What college?   LIST
         NQC3. Why are you planning to attend that college?   LIST
         NQC4. Why not attend Harper College? LIST

SECTION D. ATTITUDES

Q4. In your opinion, what is Harper College best known for? (ASK OPEN ENDED – VERBATIM)
     LIST
       Q5. Is there anything else it's known for? (PROBE FOR MULTIPLE MENTIONS)
         LIST

Q7. Harper College offers many program and activities for the residents in the District. Now, using a 7 point scale, where **7** means **Extremely Important**, and **1 Not At All Important**, or you can choose any number in between, please tell me how important the following items are to you. I am going to read a list of about 15 items. (ROTATE. REPEAT SCALE AS NECESSARY)

Attribute	Not At All Important to Extremely Important							
Academic Reputation	1	2	3	4	5	6	7	DK
~~Location /~~ Convenient Locations	1	2	3	4	5	6	7	DK
~~Transfer Program / Lead To Four-Year / Start Education~~ Successful Transfer To A Four-Year College After Attending Harper	1	2	3	4	5	6	7	DK
Personal Attention	1	2	3	4	5	6	7	DK
The Right Courses	1	2	3	4	5	6	7	DK
Teachers With Real World Experience	1	2	3	4	5	6	7	DK

Attribute	Poor						Excellent	
Well-Known Faculty	1	2	3	4	5	6	7	DK
Well-Known Students	1	2	3	4	5	6	7	DK
A Specific Academic Program LIST: _____	1	2	3	4	5	6	7	DK
Cost/ Value For Money/ Affordable/ Financial Aid	1	2	3	4	5	6	7	DK
~~Schedule Fits~~ Classes And Programs Offered At The Times Needed	1	2	3	4	5	6	7	DK
Meeting adults' educational needs	1	2	3	4	5	6	7	DK
Computer Training	1	2	3	4	5	6	7	DK
Professional Development	1	2	3	4	5	6	7	DK
Variety Of Programs	1	2	3	4	5	6	7	DK
Flexible Course Scheduling – Day , Evening, Weekend, Online	1	2	3	4	5	6	7	DK
Career Development	1	2	3	4	5	6	7	DK
Continuing Education	1	2	3	4	5	6	7	DK
Job Training Ties To Job Opportunities For Adults In The Community	1	2	3	4	5	6	7	DK
Offering College Courses To High School Students To Jump Start Their College Career	1	2	3	4	5	6	7	DK
Providing Programs That Lead To Jobs In High Demand Occupations ~~In Demand Associate Degrees And Certificates~~	1	2	3	4	5	6	7	DK
Source Of Employee Training For Employers In The District	1	2	3	4	5	6	7	DK
Developing Community Partnerships	1	2	3	4	5	6	7	DK
Collaborating With K-12 Schools	1	2	3	4	5	6	7	DK
Welcoming To All Residents Of The District	1	2	3	4	5	6	7	DK
DK/Nothing – DO NOT READ LIST IF THIS IS FIRST RESPONSE	1	2	3	4	5	6	7	DK

Q8. Now, please tell me how well Harper College performs in each of these areas using same 7 point scale, where 1 is **Poor** and 7 is **Excellent**. (ROTATE. REPEAT SCALE AS NECESSARY)

Attribute	Poor Excellent							
Academic Reputation	1	2	3	4	5	6	7	DK
~~Location /~~ Convenient Locations	1	2	3	4	5	6	7	DK
~~Transfer Program / Lead To Four-Year / Start Education~~ Successful Transfer To A Four-Year College After Attending Harper	1	2	3	4	5	6	7	DK
Personal Attention	1	2	3	4	5	6	7	DK
The Right Courses	1	2	3	4	5	6	7	DK

Teachers With Real World Experience	1	2	3	4	5	6	7	DK
Well-Known Faculty	1	2	3	4	5	6	7	DK
Well-Known Students	1	2	3	4	5	6	7	DK
A Specific Academic Program LIST: _____	1	2	3	4	5	6	7	DK
Cost/Value For Money/Affordable/Financial Aid	1	2	3	4	5	6	7	DK
~~Schedule Fits~~ Classes And Programs Offered At The Times Needed	1	2	3	4	5	6	7	DK
Meeting adults' educational needs	1	2	3	4	5	6	7	DK
Computer Training	1	2	3	4	5	6	7	DK
Professional Development	1	2	3	4	5	6	7	DK
Variety Of Programs	1	2	3	4	5	6	7	DK
Flexible Course Scheduling – Day , Evening, Weekend, Online	1	2	3	4	5	6	7	DK
Career Development	1	2	3	4	5	6	7	DK
Continuing Education	1	2	3	4	5	6	7	DK
Job Training Ties To Job Opportunities For Adults In The Community	1	2	3	4	5	6	7	DK
Offering College Courses To High School Students To Jump Start Their College Career	1	2	3	4	5	6	7	DK
Providing Programs That Lead To Jobs In High Demand Occupations ~~In Demand Associate Degrees And Certificates~~	1	2	3	4	5	6	7	DK
Source Of Employee Training For Employers In The District	1	2	3	4	5	6	7	DK
Developing Community Partnerships	1	2	3	4	5	6	7	DK
Collaborating With K-12 Schools	1	2	3	4	5	6	7	DK
Welcoming To All Residents Of The District	1	2	3	4	5	6	7	DK
DK/Nothing – DO NOT READ LIST IF THIS IS FIRST RESPONSE	1	2	3	4	5	6	7	DK

Q9. Which programs, opportunities, or offerings do you wish were available at Harper College, but are not currently available? PROBE

> List Verbatim:
> a. _____
> b. _____
> c. _____

QND. I am going to read a few statements about Harper College. Please tell me whether you Strongly Agree, Agree, Disagree, or Strongly Disagree with each statement.
> 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.
> Harper College manages its resources well

Harper College collaborates and coordinates with community organizations regarding allocation of available resources.
The financial resources are well managed at Harper College.

Q13. Have you ever provided support to Harper College by providing funds for scholarships or giving to the College's foundation?

      1   Yes
      2   No

    Q13A. Would you be likely to support the College in the future?
          1   Yes
               What types of programs would you provide support for?
                   Q13B List:
          2   No

SECTION E. DEMOGRAPHICS

We're almost done, but I do have a few questions for classification purposes.

Q17. Approximately how long have you lived in the Harper District?
      1.   Less than 5 years
      2.   5-10 years
      3.   11-20 years
      4.   21 years or more
      5.   DK/NA/REFUSE

Q18. Are you: READ CHOICES
      1.   18-24
      2.   25-40
      3.   41 to 54
      4.   55 to 64
      5.   65 and over
      6.   DK/NA/REFUSE

Q19. What is the highest level of education you have completed so far? [READ]
      1.   Less than high school
      2.   High school graduate
      3.   Some college/ vocational or technical school
      4.   Associates degree
      5.   College graduate/ Four-year degree
      6.   Post graduate
      7.   DK/NA/REFUSE

Q20. Are you employed full-time or part-time?
      1   Full-time (GO TO Q21)
      2   Part-time (GO TO Q21)

      FOR BELOW ANSWERS SKIP TO Q22
      3   Self-employed
      4   Not employed, looking for work
      5   Not employed, not looking for work
      6   Student

| 7 | Retired |
| 8 | Other -> LIST: _____ |

Q21. Does your employer provide tuition reimbursement?
1	Yes →	Full Reimbursement
		Partial Reimbursement
2	None

Q22. Do you consider yourself: (READ LIST)
1. Caucasian
2. African-American
3. Hispanic or Latino
4. South Asian (Indian, Pakistani, Sri Lankan, other Indian subcontinent)
5. East Asian (Chinese, Korean, Japanese, Vietnamese, other East Asian)
6. Pacific Islander (Filipino, Indonesian, other Pacific Islanders)
7. Arabic (North African, Middle Eastern, Iraqi, Iranian)
8. Eastern, Western, or Southern African
9. Other: _____
10. NA/REFUSED/DK

Q23. Which is the dominant language spoken in your home?
1. English
2. Spanish or Portuguese
3. Eastern European language, such as Russian, Czech, German, Romanian, or other
4. South Asian language such as Hindi, Gujarati, Punjabi, Bengali, Tamil, Telugu, or other
5. Asian Language, such as Urdu, Hindi, Japanese, Korean, Thai, Chinese, Vietnamese, Laotian, or other
6. Arabic
7. Eastern, Western, or Southern African language
8. Other (SPECIFY)_____
9. DK/NA/REFUSE

Q24. Which of the following best describes your family's household income? (READ LIST)
1. Under $30,000
2. $30-49,000
3. $50-74,000
4. $75-99,000
5. $100,000 or over
6. DK/NA/REFUSE

Thank you very much for your help with this survey. The college will use this valuable information to help with their planning process over the next several months.

Q25. BY OBSERVATION (DO NOT ASK)
____ Male
____ Female
____ Can't Determine