Harper College

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Community And Employer Scan Results

Board Presentation
May 8, 2019

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

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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

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Harper College's Connections To Residents And Employers

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Harper College's Connections To Residents And Employers

The College

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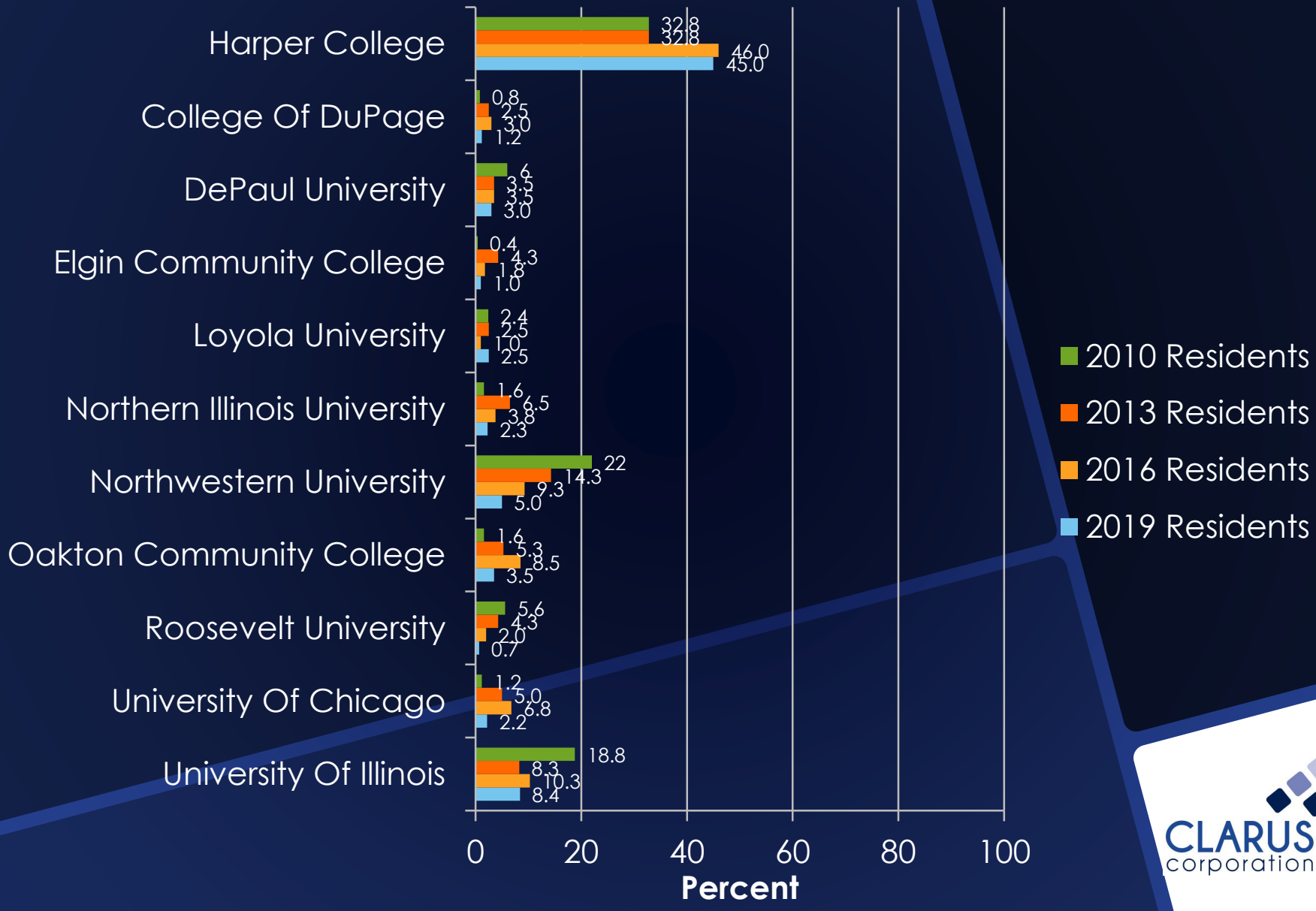
Top Of Mind Awareness (First Mention)



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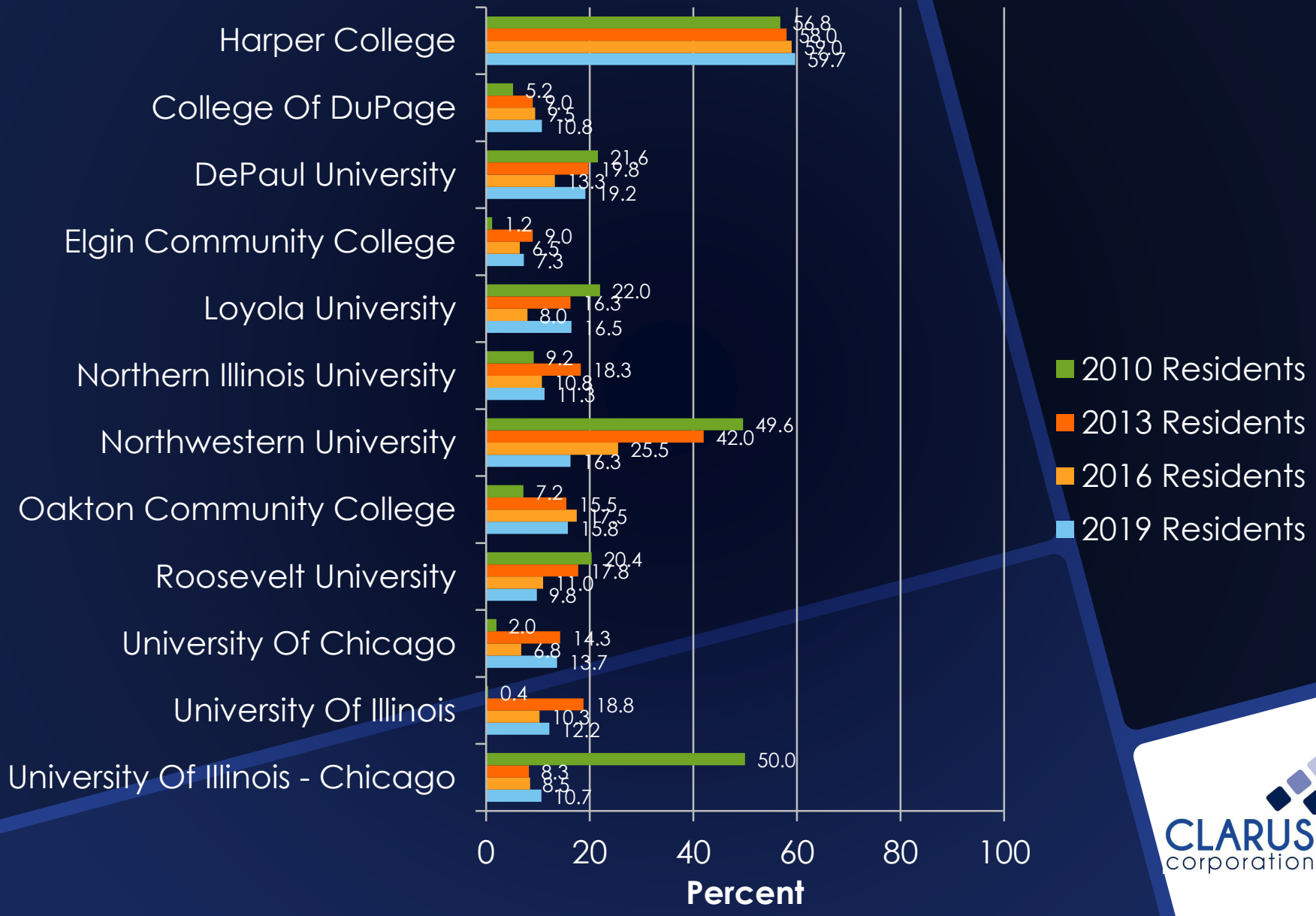
Familiarity (All Mentions)



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Keyword Descriptors

Harper College

- 2013: Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big
- 2016: Community, Community College, Junior College, Local, Good (College, Start, Two-Year), Convenient, Diverse, Excellent
- 2019: Community, Community College, Local, Good, Affordable, Excellent

College Of DuPage

- 2013: Community, Good
- 2016: Community College, Troubled, Scandal, Junior College
- 2019: Community College, Community, Local, Affordable, Good, Okay

Elgin Community College

- 2013: Community College, Two-Year College, Local, Good
- 2016: Community, Good, Local
- 2019: Good, Affordable, Community College, Cheap, Community

Oakton Community College

- 2013: Community College, Local, Good, Close To Home
- 2016: Community College, Local, Junior College
- 2019: Community, Local, Good, Close, Okay

2019 New Harper Words

Amazing, Awesome, Convenient, Corporate, High Quality, High Ranking, Modern, Outreaching, Popular, Quality, Successful, And Useful

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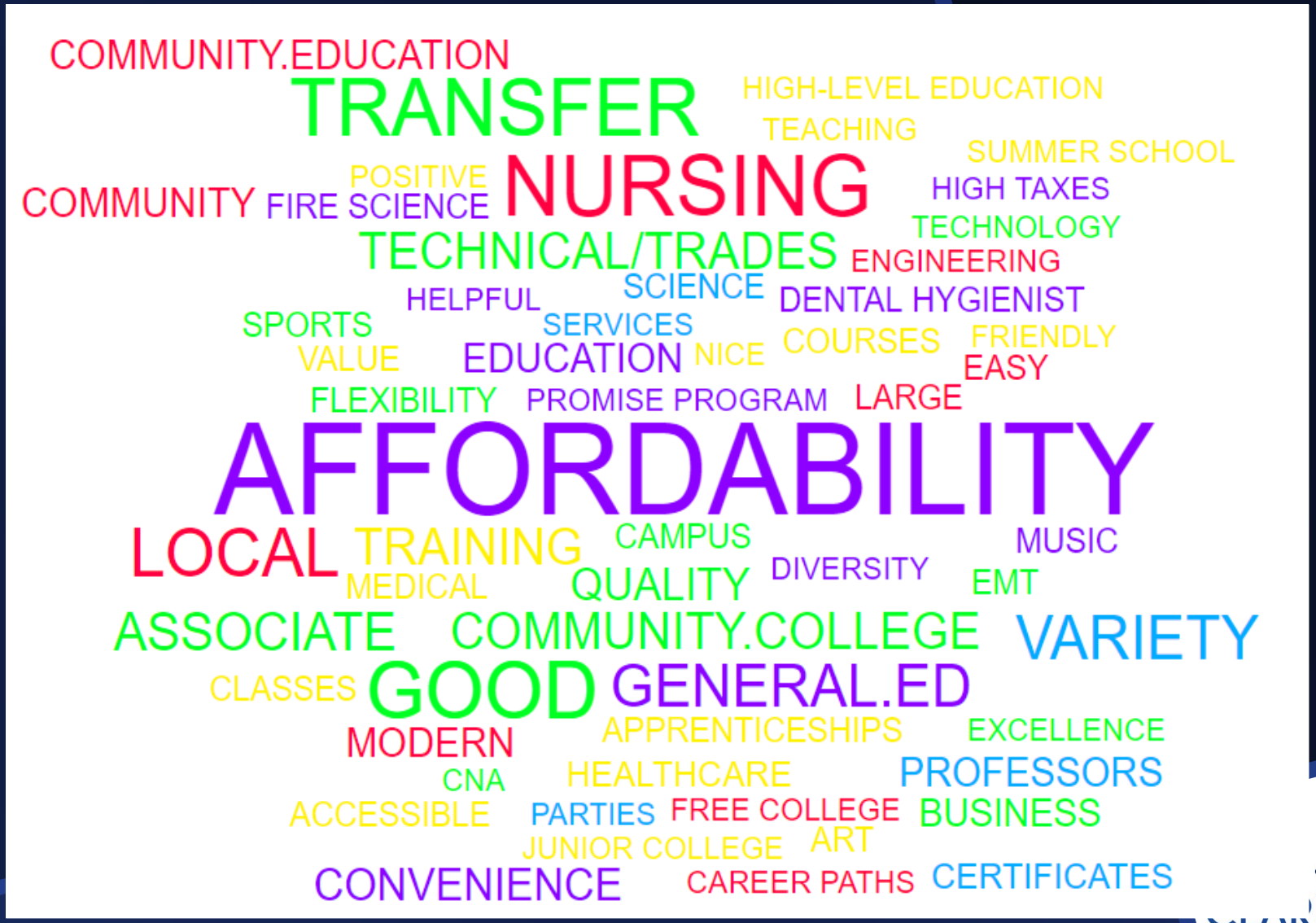
Harper Best Known For 2019



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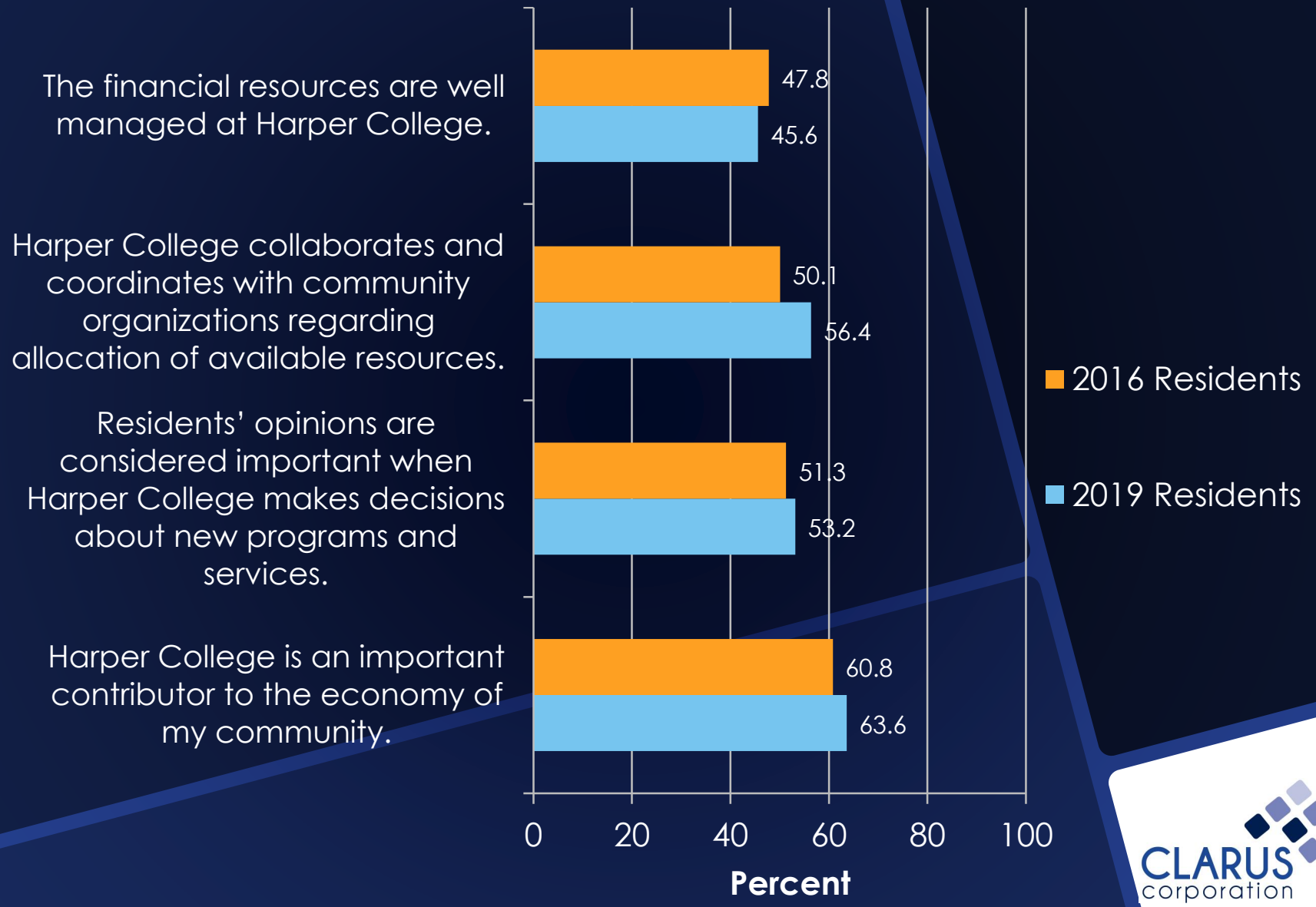
Support And Fiscal Responsibility



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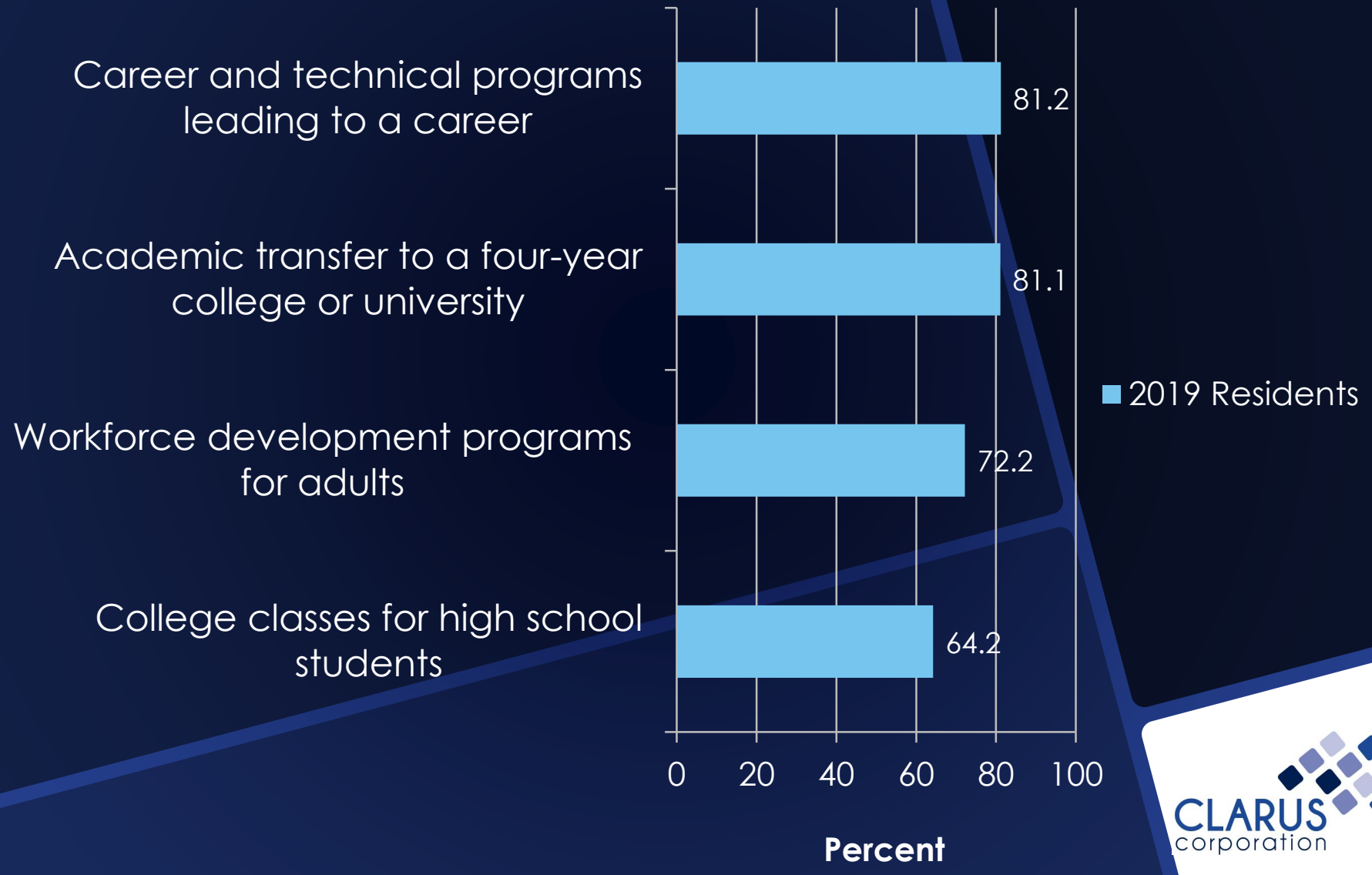
Factors Defining A Comprehensive Community College



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The Residents

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Key Attributes 2019 Importance/ Performance

IMPORTANCE	Attributes	PERFORMANCE
1	Cost/ Value For Money/ Affordable/ Financial Aid	4
2	Flexible Course Scheduling – Day, Evening, Weekend, Online	3
3	The Right Courses	6
4	Classes And Programs Offered At The Times Needed	9
5	Variety Of Programs	5
6	Convenient Locations	1
7	Successful Transfer To A Four-Year College After Attending Harper	2
8	Academic Reputation	7
9	Providing Programs That Lead To Jobs In High Demand Occupations	13
10	Career Development	10
11	Job Training Ties To Job Opportunities For Adults In The Community	14
12	Job Placement	16
13	Personal Attention	15
14	University Center	17
15	Promise Scholarship Program	11
16	Offering College Courses To High Schoolers To Jump Start Their College Careers	8
17	Apprenticeships	18
18	Health And Recreation Center	12

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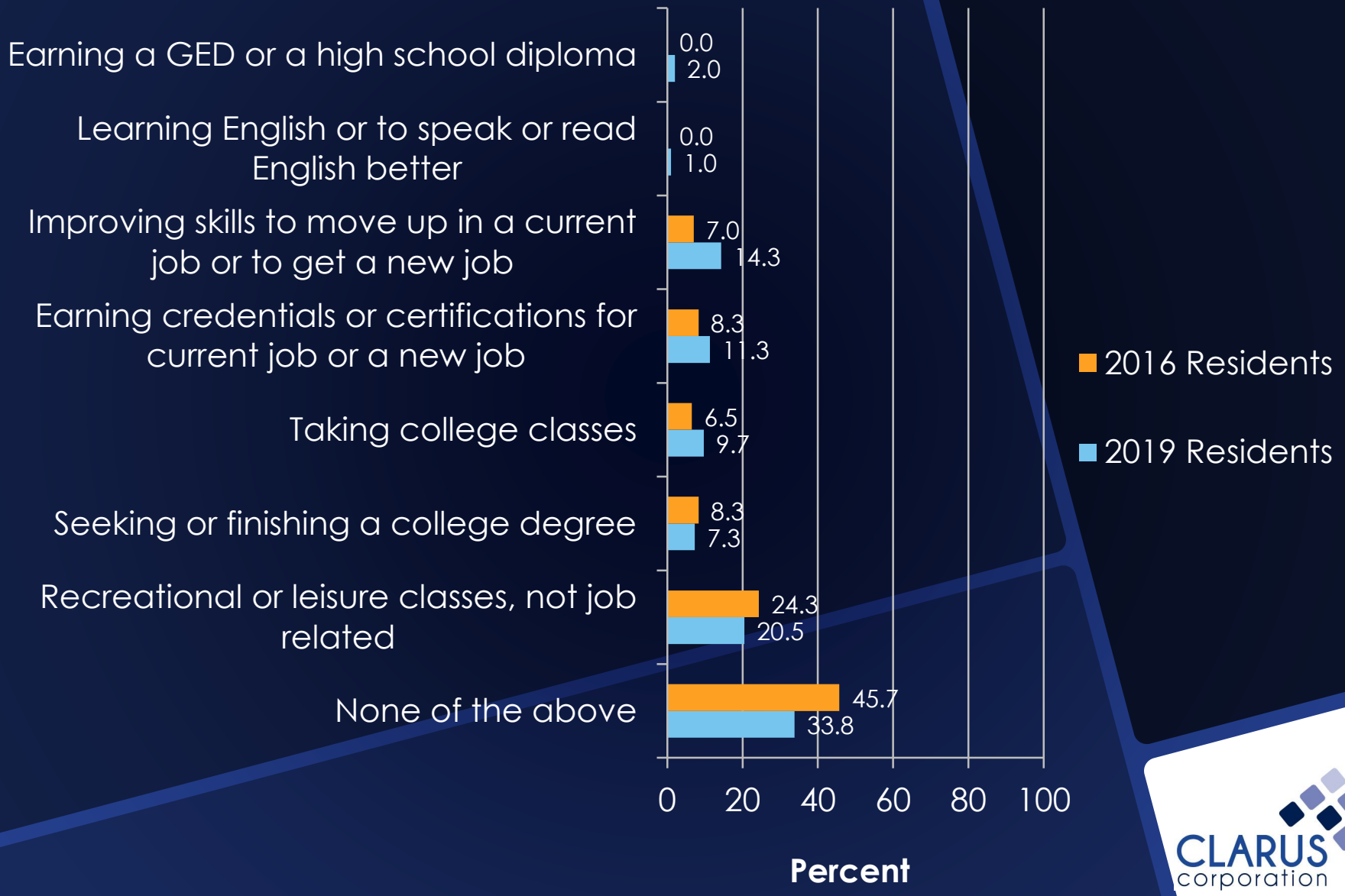
Interest In Education And Training



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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

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The Employers

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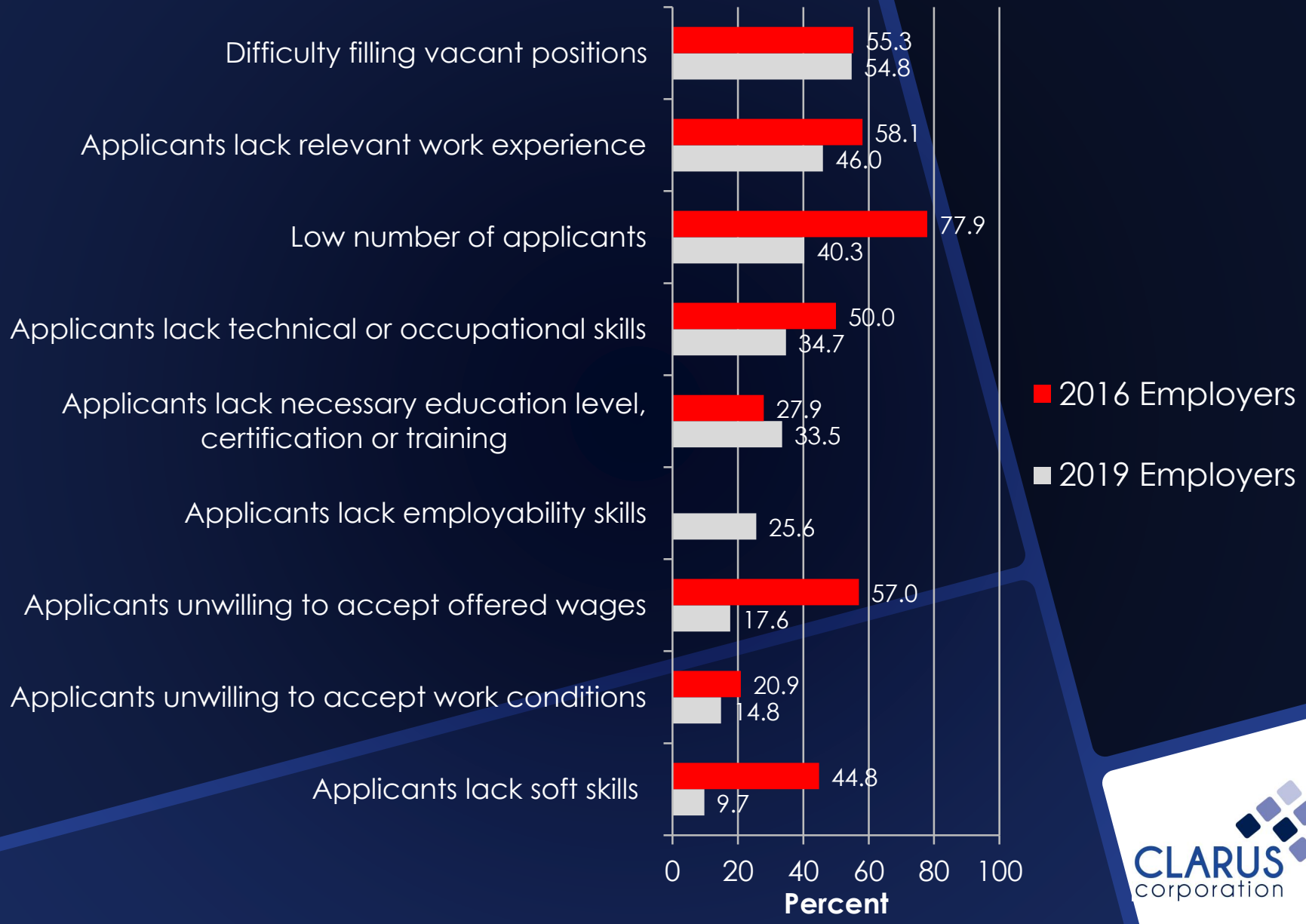
Difficulty Filling Vacant Positions In Last Year



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Current Responses To Hiring Challenges

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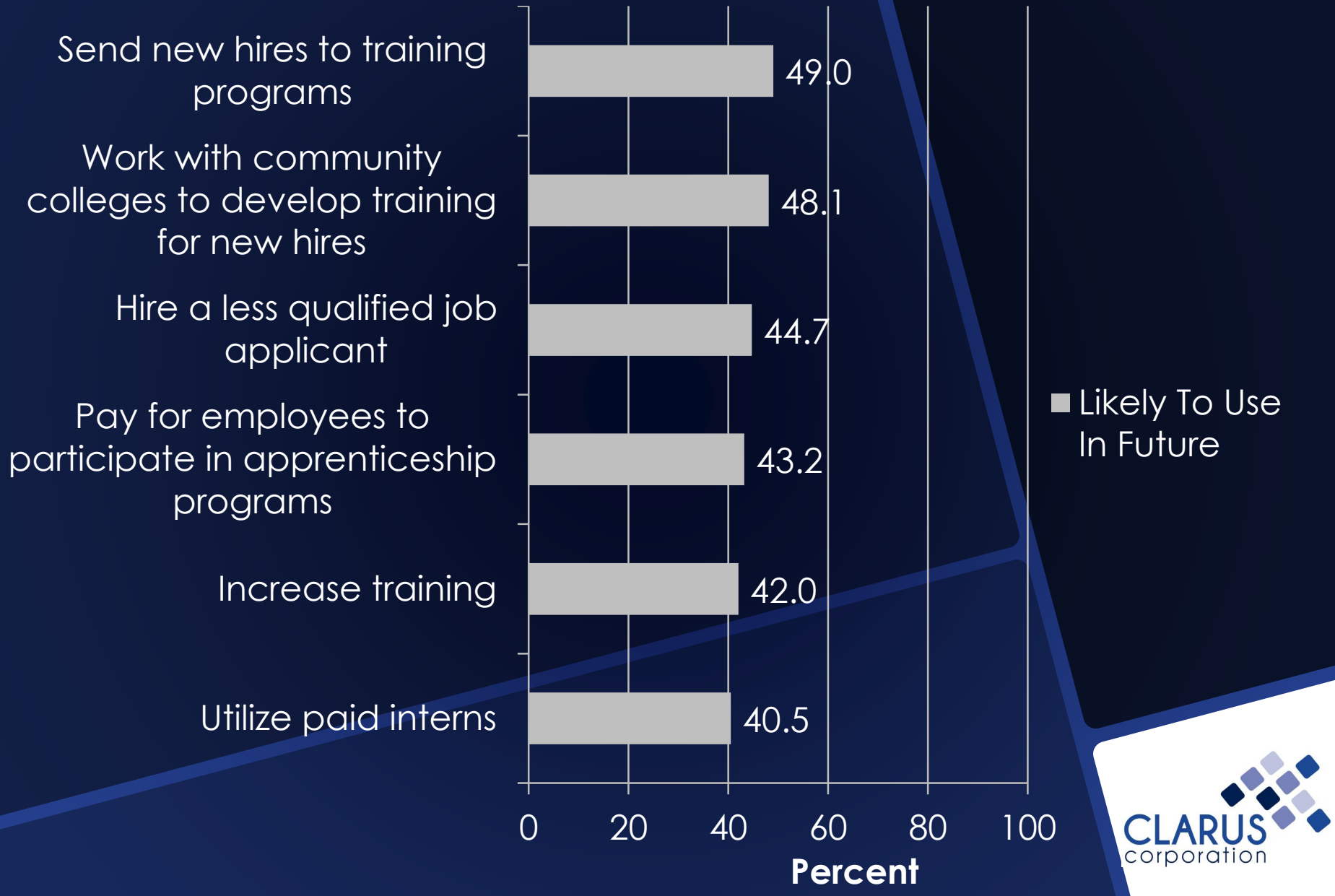
Future Responses To Hiring Challenges



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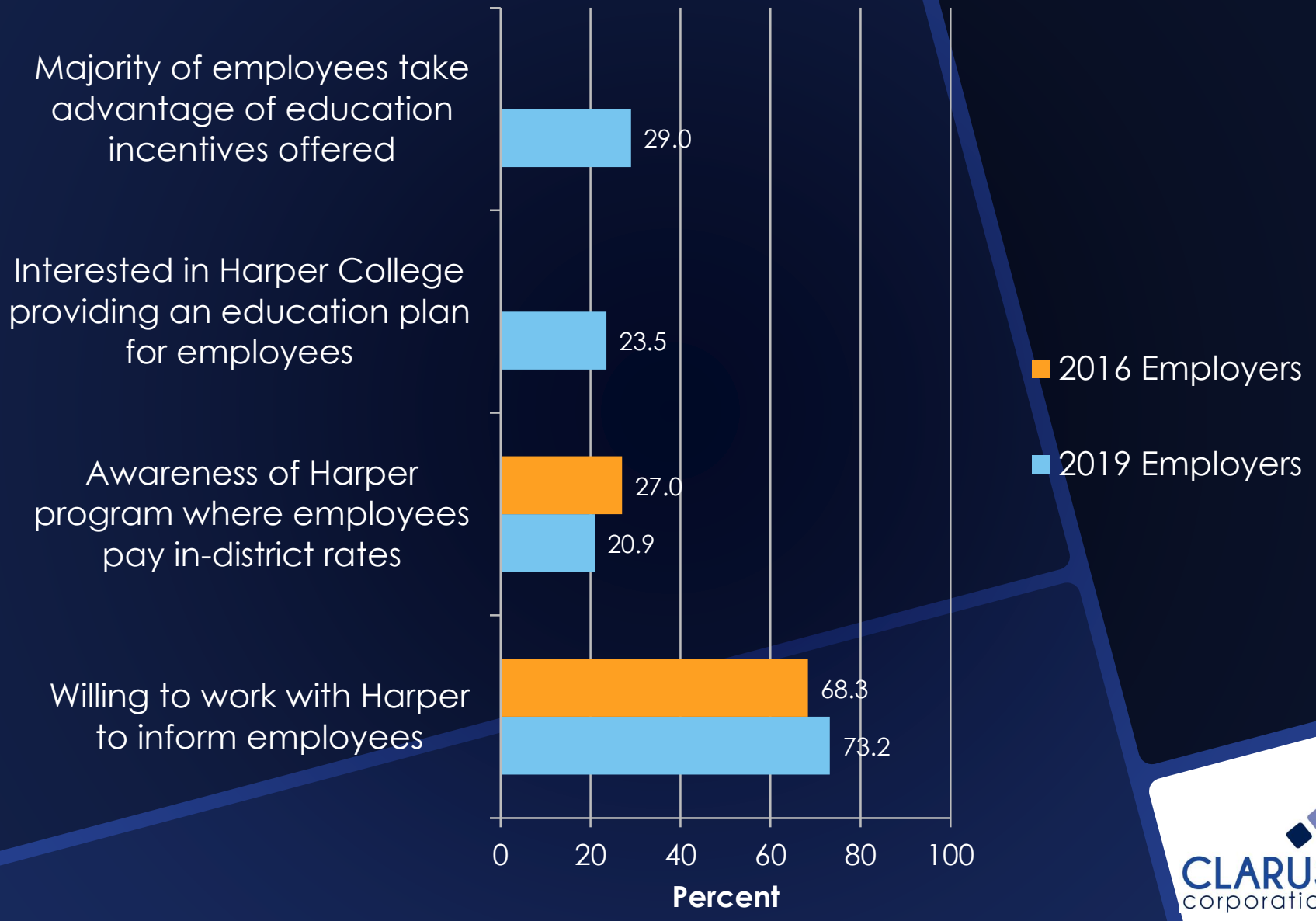
Employee Participation In Education



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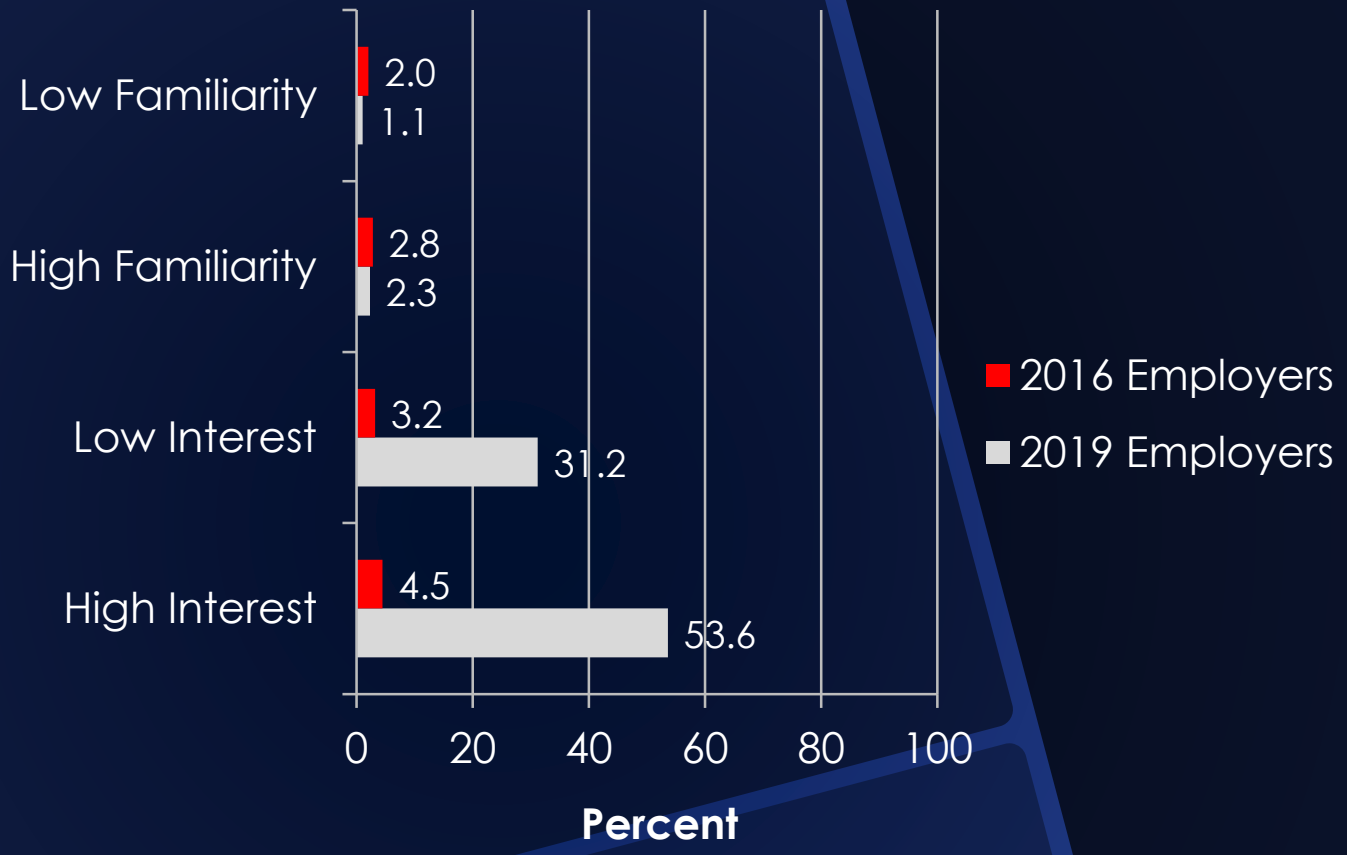
Interest In Harper's Employer Programming



- 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

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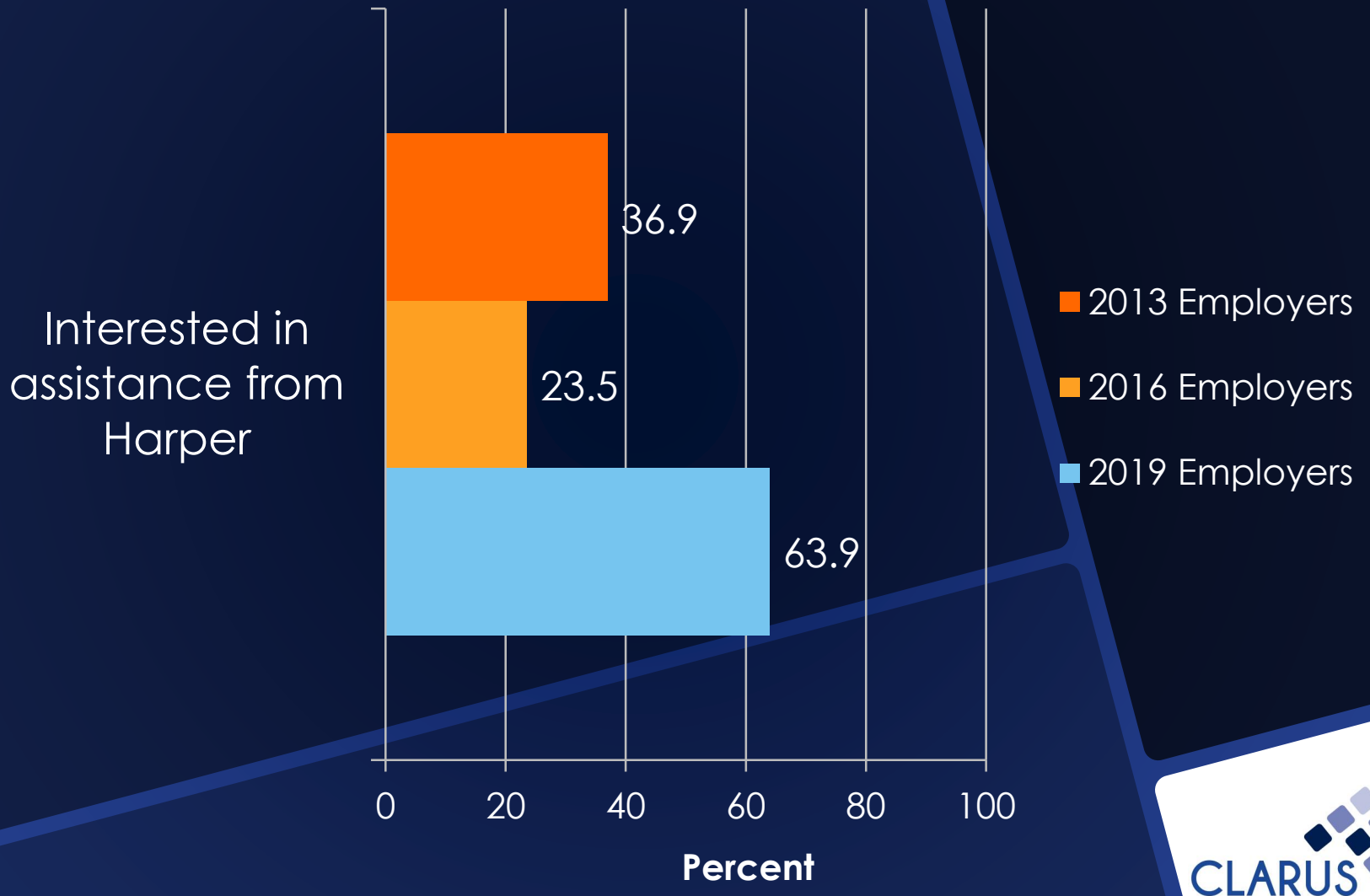
Interested In Assistance From Harper College



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Questions?