



## **THE LEARNING STRATEGY**

Cultivating Business Partnerships

# *2016 Community/State College Survey & Benchmark Results Executive Summary*

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2016 Community/State College Survey Results

## Executive Summary

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The **Awareness, Interest, Desire and Action (AIDA)** survey was designed to compare a Community/State College solution and the business community, as perceived by colleges and business stakeholders. The solution consisted of seven (7) Community/State College capabilities that can impact a business, the Community/State College's assessment of the business community perceptions of these capabilities, the business community perceptions of these capabilities and the gap analysis between the two. The goal of the assessment is to define strategies and tactics that colleges can pursue to improve the solution and capabilities for the business community.

The seven (7) Community/State College initiatives were defined as Degree Programs, Certificate Programs, Instructional/Curriculum Design, Delivery Platforms, College – Business Events, College Memberships and Grants.

Opportunities for improvement:

1. Business lack of knowledge about the Community/State College's solution and capabilities.
2. A gap in Community/State College of perceived value is causing disconnects in developing and building strategic partnerships with businesses and customers.
3. A greater connection between business and Community/State colleges.

The **Workforce Development Benchmark Results** primarily focuses on the Community/State colleges' workforce development department, who play a critical role in meeting and servicing the business community. This was a survey combined with focus sessions that included the Workforce Development infrastructure and sales (Business Development) management activities. The goal of the assessment was to analyze the results and suggest improvement opportunities that the colleges can evaluate in support of the business community.

Opportunities for Improvement:

1. Better understanding of the roles and responsibilities across the department and within Business Development.
2. Lack of sales metrics and measurements which could be impacting performance.
3. Better training in all aspects of the sales process (i.e. prospecting, needs assessments and delivery).
4. Better strategy and utilization of digital technology that could benefit sales or business development.

The **Employer Large-Scale Needs Survey Analysis** was designed and executed as a double blind, closed, discrete analysis of perceptions and needs of individual businesses regarding community/state college and workforce development capabilities. The survey focused on previous experience with the community/state college and workforce development, 2016 needs for training services and current interest for these services.

#### Opportunities:

1. ~50/50 on overall experience in working with Community/State colleges. Most of the awareness was individual or family-related experience with degree programs.
2. Current workforce needs were in Professional Development, Workforce Communications, Leadership, Human Resources, Industry and Trade Certifications, Safety Management, Certified Nursing Assistants (CNA) and Basic Computer Skills.
3. 52% of the survey respondents will need some training in 2016-17.
4. Types of delivery services needed were Lunch & Learns, Online Programs, Internships, co-sponsored Events and specific Certification training.
5. 45% want to be informed “now” about upcoming events, 18% were interested in a “free” needs assessment and learning more about available grants. 18% had no interest in meeting at the current time.