



Glen Oaks Community College: Market Assessment Results

**Prepared By:
CLARUS Corporation
January 2006**



Market Assessment Purpose

- ◆ **Define Current Markets And Assess Which Markets The College Is Not Effective In Reaching**
- ◆ **Determine How The Community Perceives The College And How That Perception Can Be Improved And Enhanced**
- ◆ **Determine How Key Employers Believe The College Can Contribute To Their Growth**



Market Assessment Purpose

- ◆ **Determine How To Better Provide Programs, Services, Marketing Activities And Materials To Enhance Enrollment And Meet Market Needs**



Market Assessment - Internal

- ◆ **Community College Market Assessment**
 - ◆ **Internal Student Data From Application**
 - ◆ **Trend Data For Current Students**
 - ◆ **Fall 2001 And Fall 2004**
 - ◆ **High School Market Share**
 - ◆ **Population Projections**
 - ◆ **Adult Penetration**
 - ◆ **Retention Data**
 - ◆ **Marketing And Publications Review**



Market Assessment - External

- ◆ **Target Market Issues**
 - ◆ **Customer Service**
 - ◆ **Response Scan And Student Scan**
 - ◆ **High School Market**
 - ◆ **High School Scan**
 - ◆ **Adult Market**
 - ◆ **Community Scan**
 - ◆ **Employer Market**
 - ◆ **Workforce Development Scan**
- ◆ **Retention Issues**



Enrollment Trends For Market Segments

High School Market
Adult Market



Key Enrollment Variables

- ◆ **Age**
 - ◆ **High School Segments**
 - ◆ **19 And Younger**
 - ◆ **20 To 24 Years Of Age**
 - ◆ **Adult Market Segments**
 - ◆ **25 To 34 Years Of Age**
 - ◆ **35 To 55 Years Of Age**
 - ◆ **56 And Older**



Segment Percent Of Enrollment

Market Segment	Fall 2001	Fall 2004
Dual-Enrolled	6.4%	6.9%
CTE	4.7%	9.0%
19 And Younger	26.0%	22.7%
20 To 24	24.3%	25.1%
25 To 34	16.5%	16.9%
35 To 55	19.9%	17.9%
56 And Older	1.3%	1.2%



Segment Changes: Fall 2001 To 2004

Market Segment	Full-Time	Part-Time
Dual-Enrolled	-100.0%	-2.1%
CTE		66.2%
19 And Younger	-15.1%	-46.0%
20 To 24	-6.9%	-15.2%
25 To 34	3.6%	-18.2%
35 To 55	-33.0%	-17.1%
56 And Older	-42.9%	-7.1%
Total	-14.4%	-4.9%
Overall	-13.5%	



Online Learner

- ◆ **51% Full-Time, 49% Part-Time**
- ◆ **20% Age 19 & Younger, 26% 20 To 24, 26% 25 To 34, 26% 35 To 55**
- ◆ **31% Taking 100% Of Load Online, 10% Taking 50% Of Load Online, 10% Taking 33% Of Load Online**
- ◆ **69% Returning, 13% New Any College, 8% College Guest**
- ◆ **25% Sturgis, 24% Three Rivers, 6% Constantine**
- ◆ **78% Female; 87% White, 5% Black, 4% Other**
- ◆ **50% Either Parent Has A Four-Year Degree**
- ◆ **24% AS General Studies, 11% AS Business, 10% Transfer, 8% Pre-Nursing, 7% Personal, 7% Health Insurance Coder Biller**
- ◆ **53% Applied For Financial Aid**
- ◆ **31% DL, 29% Day/ DL, 21% Evening/ DL, 18% Day/ Evening/ DL**



Customer Service Issues

Contact Analysis





Contacting The College

- ◆ **Telephone Requests For Information**
 - ◆ **Morning, Afternoon, Evening And Weekend**
 - ◆ **Main Number, Toll Free Number, Business And Industry, Web Site**
 - ◆ **Telephone Numbers Published In Marketing Materials**



Contacting The College

- ◆ **Telephone Requests For Information**
 - ◆ **Requests For Information**
 - ◆ **Moving To Area And Want General College Information**
 - ◆ **Information About Majoring In Computers**
 - ◆ **Information For Son Or Daughter**
 - ◆ **Information About Adult Financial Aid**
 - ◆ **Calls And Web Requests Made November 17 To December 17, 2005**



Call Summary

	Number Of Calls	Messages Left	Responses To Date	Percent Response
Morning	1	1	1	100.0%
Afternoon	2	2	2	100.0%
Evening	2	0	0	0.0%
Weekend	2	0	0	0.0%
Web	4	4	3	75.0%
Total	11	7	6	54.5%



Issues To Address

- ◆ **After-Hours Messaging**
 - ◆ **Personnel**
 - ◆ **Technology**
- ◆ **Packet Information**
- ◆ **Web Responses**

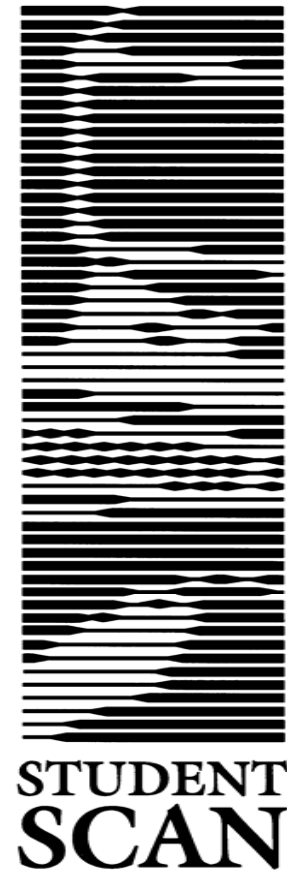


Student Scan



Purpose

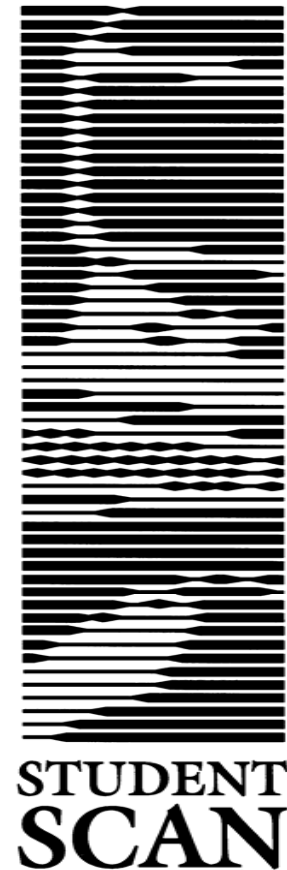
- ◆ **To Assess Students' View Of Customer Service**
- ◆ **Developed By Community College Researchers For Community Colleges**
- ◆ **Over 14,400 Completed Surveys In Normative Data**





Methodology

- ◆ **Self-Administered Survey**
 - ◆ **30 Classes Using A Stratified Sample Of Classes Selected By CLARUS**
- ◆ **259 Completed**
 - ◆ **November To December 2005**
 - ◆ **$\pm 6.1\%$ Margin Of Error And A 95% Reliability**
- ◆ **Normative**
 - ◆ **35 Colleges And 14,497 Surveys**
 - ◆ **$\pm 0.8\%$ Margin Of Error**





Customer Service Areas Rated

- ◆ Admissions Office
- ◆ Registration/ Registrar Office
- ◆ Tuition/ Fees
- ◆ Financial Aid Office
- ◆ Business Office/ Billing/ Cashier
- ◆ Classroom Instruction
- ◆ Academic Advising
- ◆ Career Planning/ Placement
- ◆ Bookstore
- ◆ Library
- ◆ Food Service
- ◆ Computer Labs
- ◆ Tutoring And Testing Center
- ◆ Student Activities
- ◆ Athletics
- ◆ Main Telephone Number/ Switchboard
- ◆ Overall Campus



Areas Of Excellence

- ◆ **Overall Campus**
 - ◆ **Parking Availability**
 - ◆ **Signage On Campus**
 - ◆ **Student Center/ Union (Concourse Area)**
 - ◆ **Vending Machines**



Areas For Improvement

- ◆ **Rated Below Normative**
 - ◆ **Athletics**
 - ◆ **Variety Of Programs**
 - ◆ **Opportunity To Participate**
 - ◆ **Overall Campus**
 - ◆ **Security**



Issues To Address

- ◆ **Pat Your Self On The Back**
- ◆ **Positioning Impact**



High School Scan Results

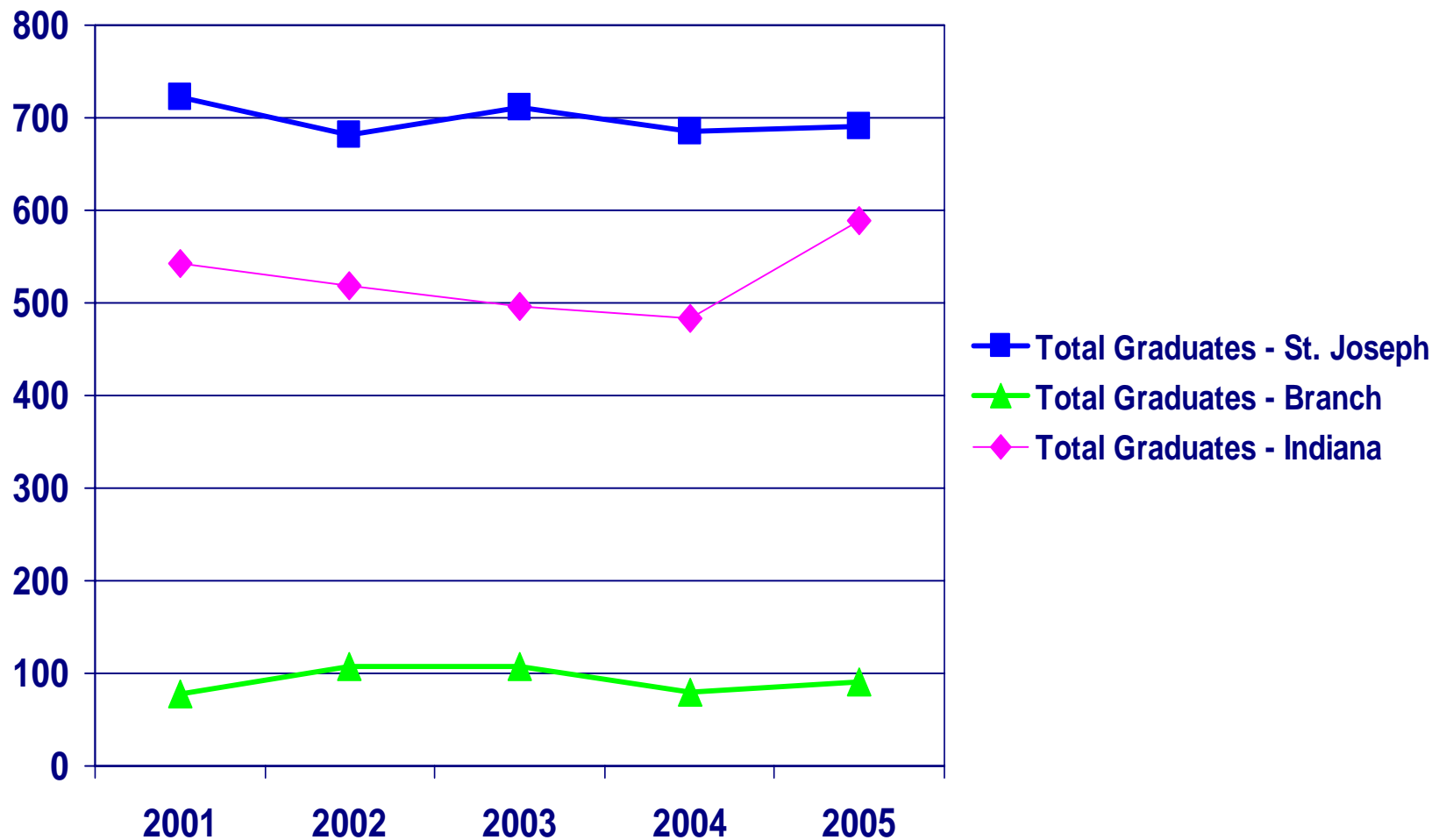


High School Market Share

- ◆ **Market Share Defined**
 - ◆ **Percent Of Graduating Seniors Who Enroll At Glen Oaks Community College Following Fall After Spring Graduation**
- ◆ **Market Area Defined**
 - ◆ **High Schools In The Service Area**

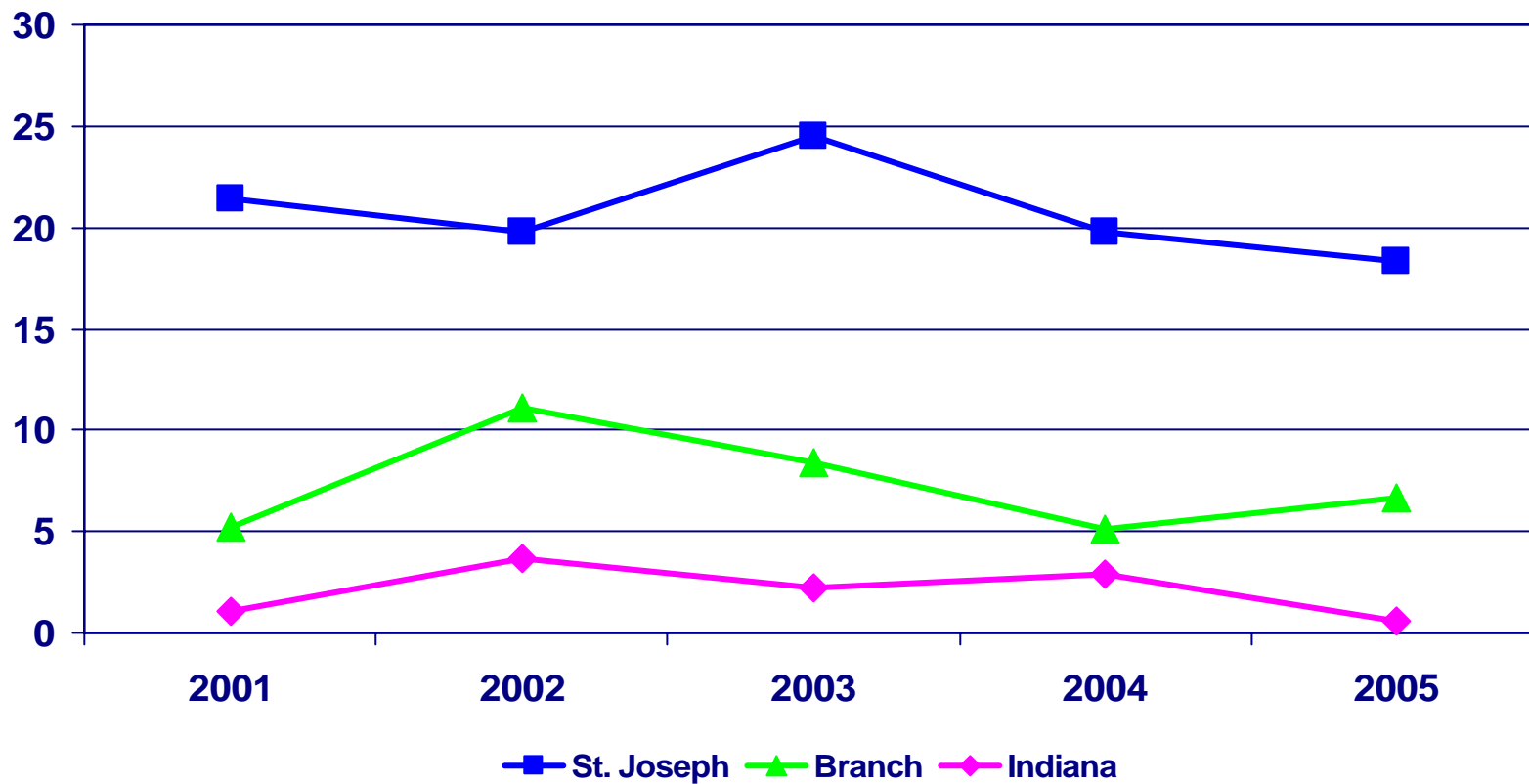


High School Market





High School Market Share





High School Scan Methodology

- ◆ **261 High School Student Interviews By Self-Report Instrument**
 - ◆ **95% Reliability And \pm 6.1% Error**
- ◆ **Stratified By State And High School**
 - ◆ **Results Also Reported Separately**
- ◆ **Data Collection**
 - ◆ **November And December 2005**





High School Regions

◆ Michigan High Schools

◆ 137 Surveys Completed

- ◆ Burr Oak HS, Colon HS, Constantine HS, Mendon HS, Sturgis HS, Three Rivers HS, White Pigeon HS, Bronson HS

◆ Indiana High Schools

◆ 124 Surveys Completed

- ◆ Elkhart Area Career Center, Lakeland HS, Northridge HS, Prairie Heights HS, Westview HS



Career Choices

- ◆ **Popular Career Choices**
 - ◆ **Nurse, Teacher, College, Photography, Cosmetology, Law Enforcement, Veterinarian, Psychology**
 - ◆ **Architecture, Art, Auto Mechanic, Business, Computers, Education, Electrician, Elementary Education, Engineer, Firefighter, Forensics, Lawyer, Massage Therapy, Mechanical Engineering, Music, Pharmacist, Radiology, Sports**
- ◆ **5% Did Not Have Career Plans**



Factors Important In Career Choice

- ◆ **Personal Interest/ Ability (65%)**
- ◆ **Job Security (48%)**
- ◆ **Job Availability (47%)**
- ◆ **Level Of Education Needed (33%)**
- ◆ **Growth Of Potential Field (30%)**
- ◆ **Work Hours (30%)**
- ◆ **Amount Of Money Earned (25%)**
- ◆ **Opportunity To Travel (13%)**



Plans

- ◆ **80% Believe Education Needed To Achieve Career Goal Is Four-Year Degree Or Graduate Degree**
- ◆ **72% Plan To Work After High School While Attending College**
- ◆ **98% Plan To Attend College After High School Graduation**



College Payment Plans

- ◆ **Scholarships (65%)**
 - ◆ **73% Of Michigan And 56% Of Indiana**
- ◆ **Parents (58%)**
- ◆ **Financial Aid (49%)**
- ◆ **Work And Pay As Go (48%)**
- ◆ **Loans (46%)**
- ◆ **Grants (23%)**
 - ◆ **31% Of Michigan And 13% Of Indiana**
- ◆ **Other (11%)**



Glen Oaks Community College *As A Choice*

	Michigan	Indiana
First Choice	14.1%	5.0%
Second Choice	6.3%	3.4%
Third Choice	8.3%	1.3%



First Choices

◆ **Michigan**

- ◆ **Western Michigan University, Glen Oaks Community College, Kalamazoo Valley Community College, Michigan State University, University Of Michigan, Central Michigan University**

◆ **Indiana**

- ◆ **Purdue University, Michigan State University, Indiana University South Bend, Ball State University, Glen Oaks Community College**



Selecting A College

- ◆ **Availability Of Particular Degree Program I Am Interested In (61%)**
- ◆ **Availability Of Programs That Lead To Employment (52%)**
- ◆ **Guaranteed Job Placement After Program Is Completed (47%)**
- ◆ **Availability Of Scholarships (59%)**
- ◆ **Availability Of Financial Aid (46%)**
- ◆ **Staff Willingness To Provide Information And Assistance (52%)**



Parents' Involvement

- ◆ **68% Have Discussed College With Parents**
 - ◆ **64% Of Parents Have Had An Active Role in Choice**
 - ◆ **Helping Me Find A College, Helping Me To Decide**
 - ◆ **Supporting Me**
 - ◆ **Suggestions**
 - ◆ **Gone With Me To Look At Colleges**
 - ◆ **Helping Financially**



Potential Market Share

- ◆ **28% Of Students Would Consider Attending Glen Oaks Community College**
 - ◆ **44% Of Michigan**
 - ◆ **9% Of Indiana**
 - ◆ **Close, Affordable (Cheap), Basics And Transfer**



Potential Market Share

- ◆ **Would Not Consider Glen Oaks Community College**
 - ◆ **Want To Go Far Away**
 - ◆ **Don't Know Anything About It**
 - ◆ **Want To Go To A Four-Year College**
 - ◆ **Too Close To Home**

Attitudes Toward Glen Oaks Community College

◆ **Descriptions Of GOCC Student**

- ◆ **Dumb And Desperate Person Who Wants To Cruise Through College**
- ◆ **Nerd**
- ◆ **Person Who Does Not Know What They Want To Do**
- ◆ **Lower Or Mid-Income Person**
- ◆ **Quiet Student Who Does Not Want To Be Away From Home**
- ◆ **Student Who Likes A Small College**
- ◆ **Anybody**
- ◆ **Average**
- ◆ **Lazy, Not Interested**
- ◆ **Older People**
- ◆ **Someone Who Wants To Save Money**



Contacting

- ◆ **Getting Information**
 - ◆ **Go To Web Site And Send E-Mail Or Fill Out Request Card (57%)**
 - ◆ **Visit The College (47%)**
 - ◆ **Mail A Request (18%)**
 - ◆ **College Fair (17%)**
 - ◆ **Call The College (13%)**
- ◆ **Best Way To Contact**
 - ◆ **Mail (60%) And E-Mail (8%)**



Media And Technology

- ◆ **Most Likely To Listen To**
 - ◆ **Radio (46%)**
 - ◆ **Music You've Downloaded (48%)**
 - ◆ **Both (2%)**
- ◆ **80% Have Cell Phone**
- ◆ **Have Internet Access**
 - ◆ **96% Michigan**
 - ◆ **88% Indiana**



Technology Access

◆ **Online Activities**

- ◆ **School Research (67%)**
- ◆ **Online Chat With Friends (62%)**
- ◆ **Send E-Mails (61%)**
- ◆ **Surf For Information (58%)**
- ◆ **Download Music (46%)**
- ◆ **Play Online Games (39%)**
- ◆ **Shop Online (27%)**



Issues To Address

- ◆ **Programming Needed**
 - ◆ **Communication Of Programs**
- ◆ **New Creative Designs Needed**
- ◆ **Importance Of Web**



Community Scan Results



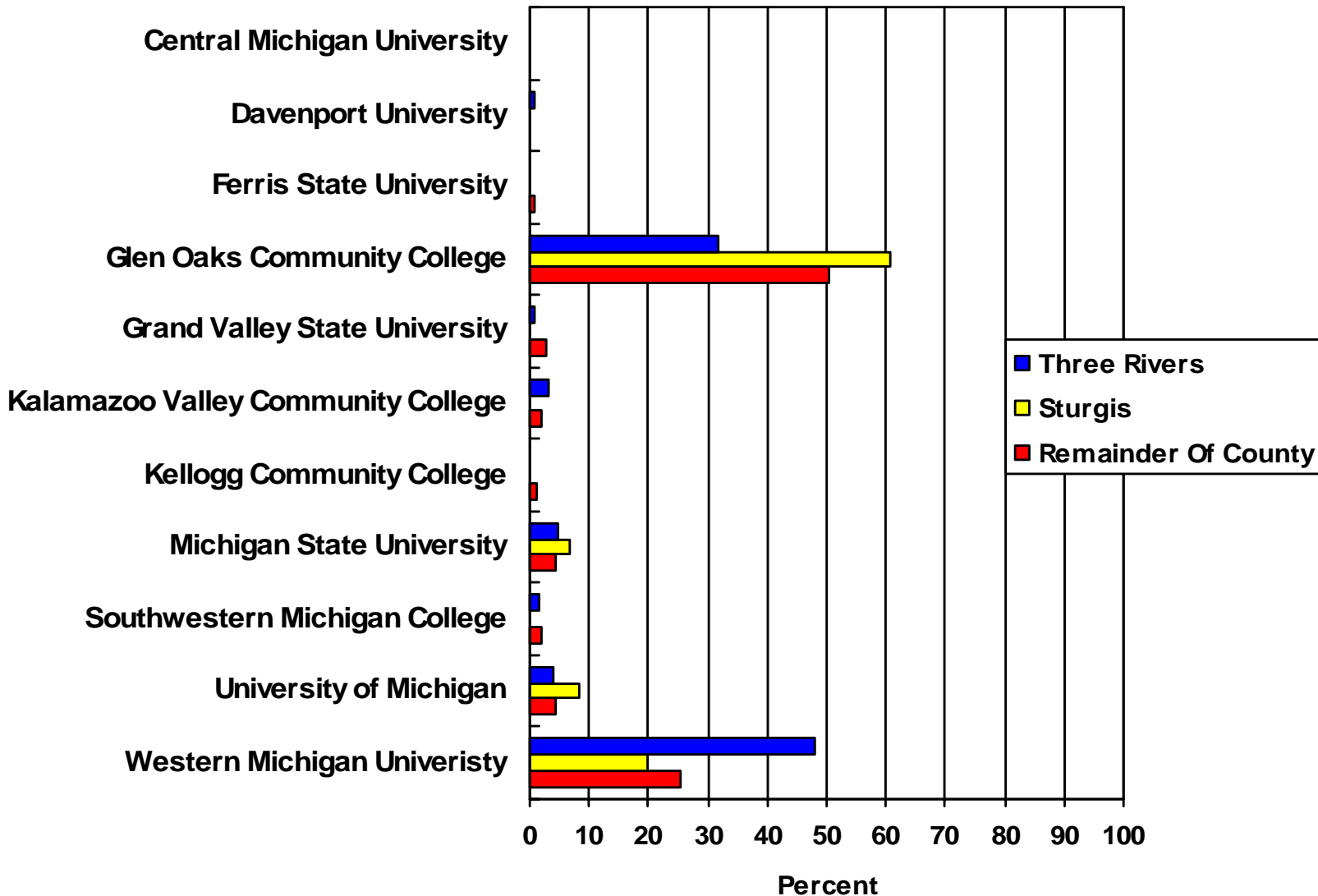
Community Scan Methodology

- ◆ **400 Households By Telephone Resulting In A 95% Reliability And $\pm 4.9\%$ Error**
- ◆ **Stratified By Region**
 - ◆ **123 Three Rivers ($\pm 8.8\%$)**
 - ◆ **122 Sturgis ($\pm 8.9\%$)**
 - ◆ **155 Reminder Of County ($\pm 7.9\%$)**
- ◆ **20 To 30 Minutes Each**
- ◆ **Conducted October 26 To November 15, 2005**



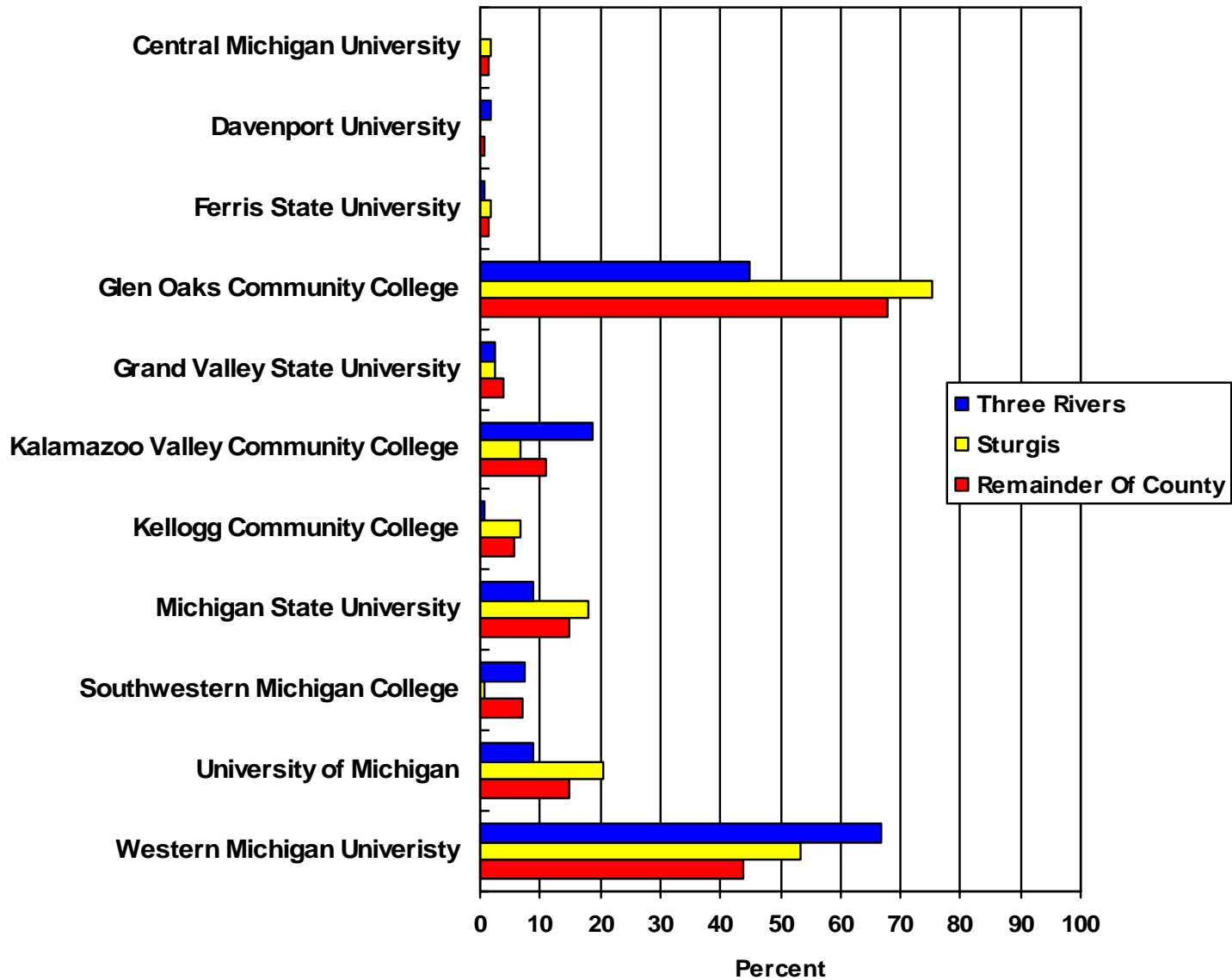


Results Of Unaided Recall (First Mention) By Geographic Region





Familiarity Of Colleges In Service Area By Geographic Region



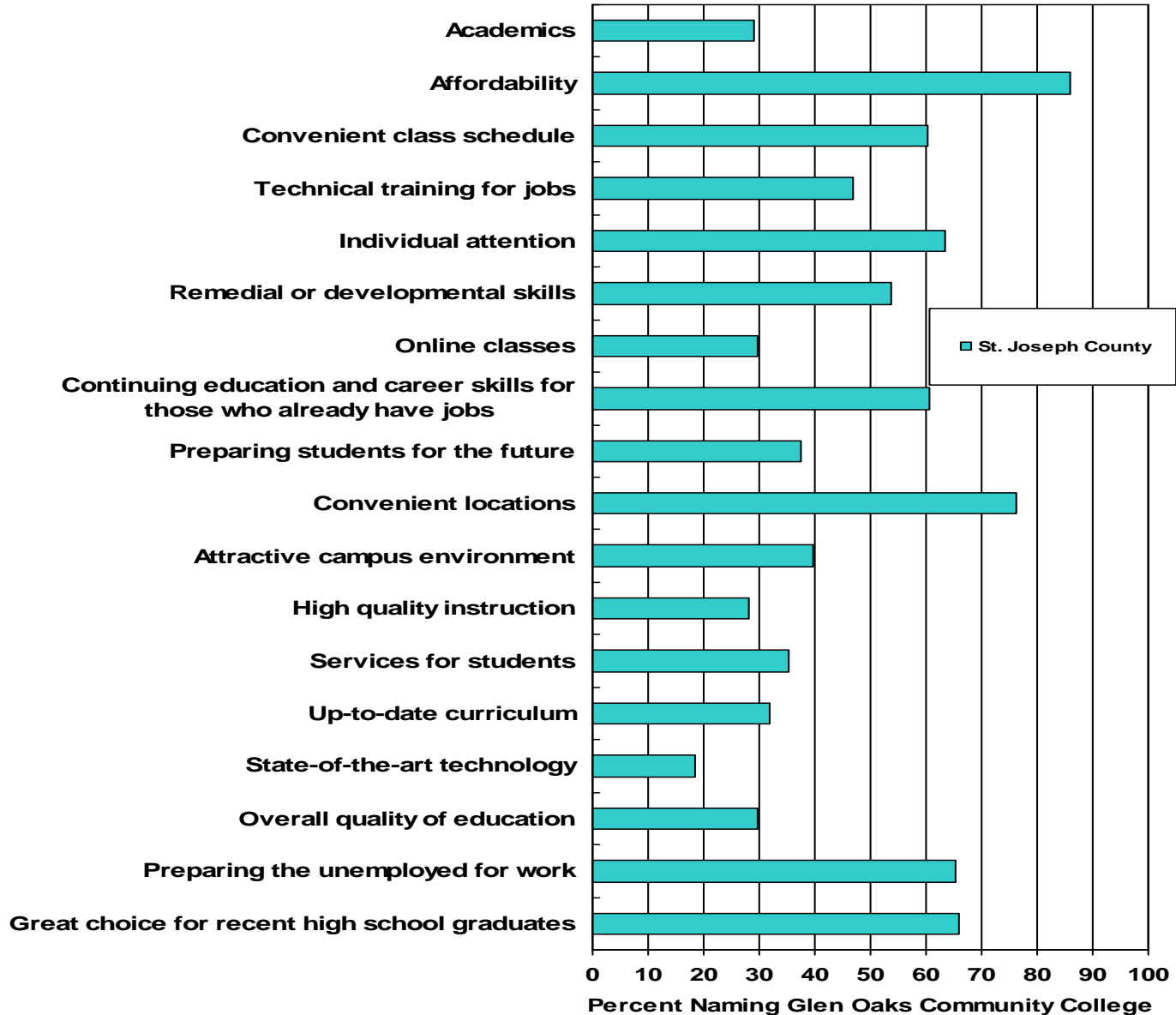


Keyword Image Descriptors

COLLEGE	KEY WORDS
Central Michigan University	Big Time, Good Teaching School, Like The Campus, Similar To Western, Good School
Davenport University	Online, Versatile
Ferris State University	Close To Home, Friendly, Good, Hockey, Job Oriented
Glen Oaks Community College	Small, Convenient, Community College, Good, Local, Excellent, Affordable, Okay, Very Good
Grand Valley State University	Excellent, Good
Kalamazoo Valley Community College	Good, Great, Convenient, Small, Local, Very Good
Kellogg Community College	Good, Convenient, Small
Michigan State University	Good, Great, Large, Excellent, Popular, Agricultural
Southwestern Michigan College	Community College, Good, Pretty Good
University Of Michigan	Excellent, Good, Football, Big, Awesome, Elite, Outstanding, Prestigious
University Of Notre Dame	Good, Expensive, Awesome
Western Michigan University	Good, Excellent, Expensive, Large, Local, Big, Close, Very Good

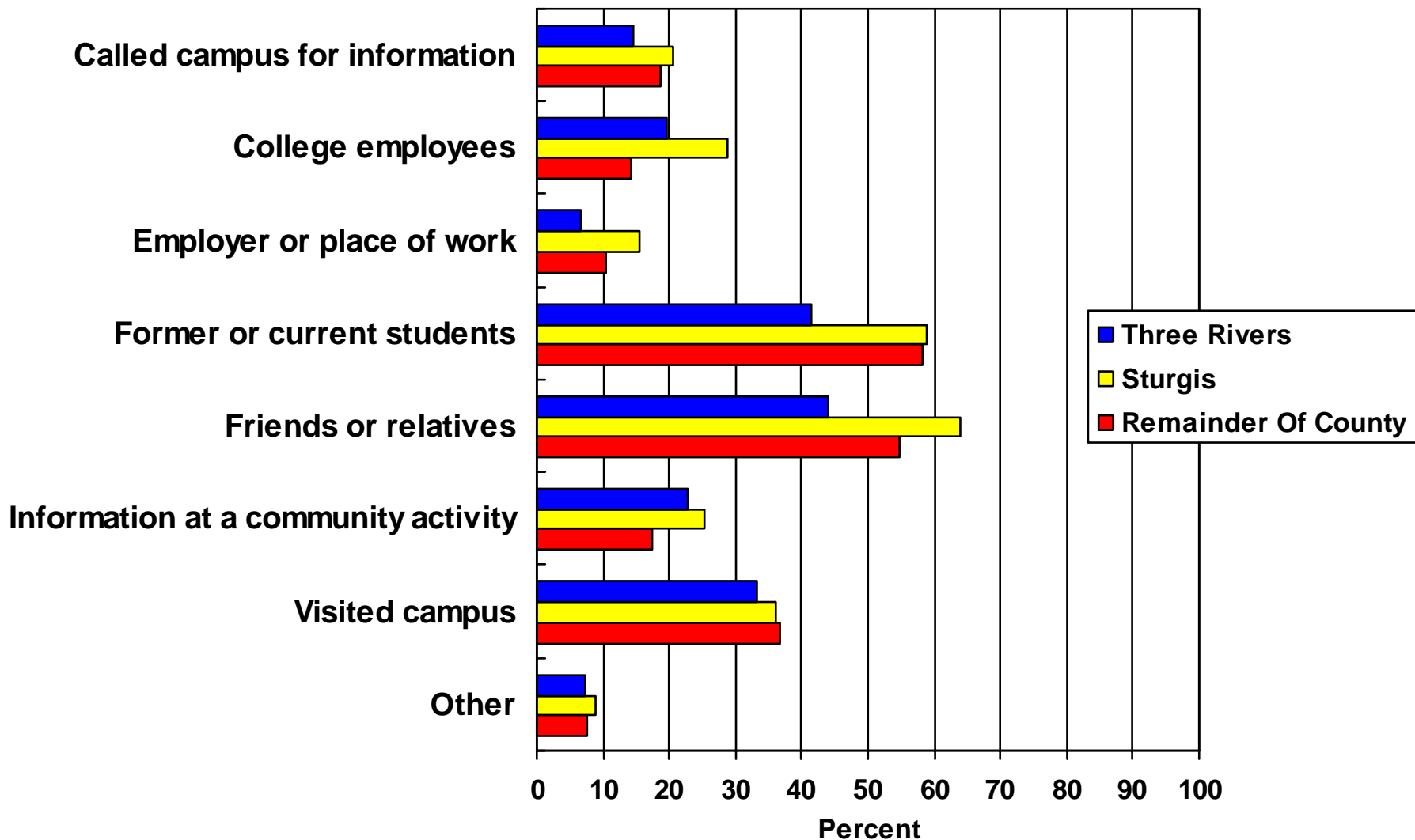


Educational Characteristics Attributed To Glen Oaks Community College By Geographic Region





Sources Of Information About Glen Oaks Community College By Geographic Region





Defining Market Segments



Market Niches

- ◆ **Interested In Attending College (34%)**
 - ◆ **38% Of Three Rivers, 33% Of Sturgis, 30% Remainder Of County**

- ◆ **Interested In Job Training (28%)**
 - ◆ **26% Of Three Rivers, 28% Of Sturgis, 29% Remainder Of County**

- ◆ **Interested In Continuing Education (75%)**
 - ◆ **76% Of Three Rivers, 74% Of Sturgis, 74% Remainder Of County**



Enrollment Goal

- ◆ **College Enrollment Goal**
 - ◆ **College Course (46%)**
 - ◆ **College Degree (54%)**
- ◆ **Job Training Enrollment Goal**
 - ◆ **Classes To Improve Job Skills (54%)**
 - ◆ **Training For A New Job (37%)**



Enrollment Goal

- ◆ **Preferred College For Enrollment**
 - ◆ **Glen Oaks Community College (48%+)**
 - ◆ **Western Michigan University (22%)**
- ◆ **Part-Time Enrollment Planned (85%)**
- ◆ **Employment Plans (75%)**



Programs Of Interest

◆ College

◆ Business, Education, Nursing

- ◆ Arts, Computers, Electronics, General Studies, Health Care, Mechanics, Medical, Music, Science, Social Work

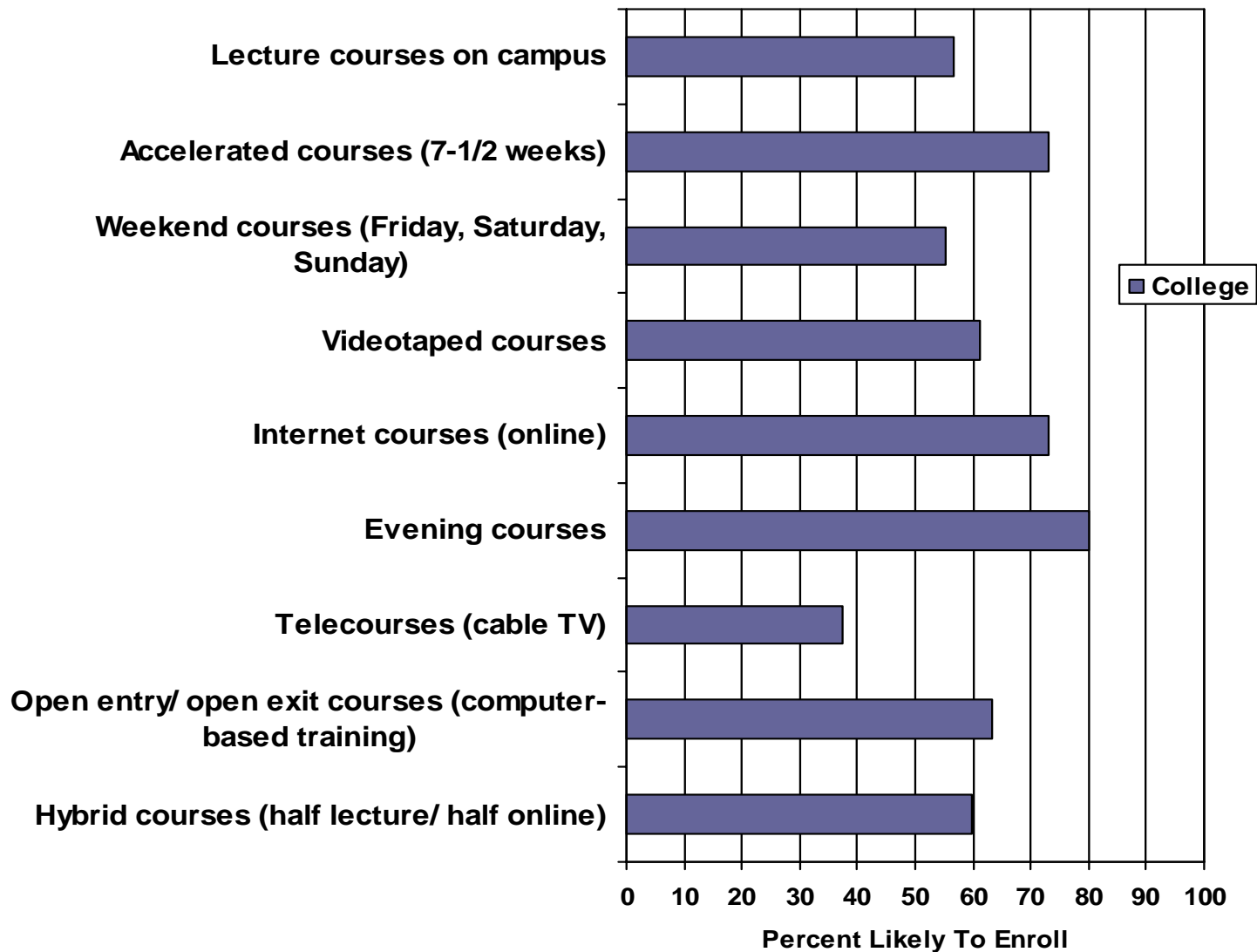
◆ Job Training

◆ Computers, Business, Education, Nursing, Engineering

- ◆ Accounting, Electronics, Mechanics, Medical, Technology



Course Delivery Methods Likely To Impact Enrollment By College Segment



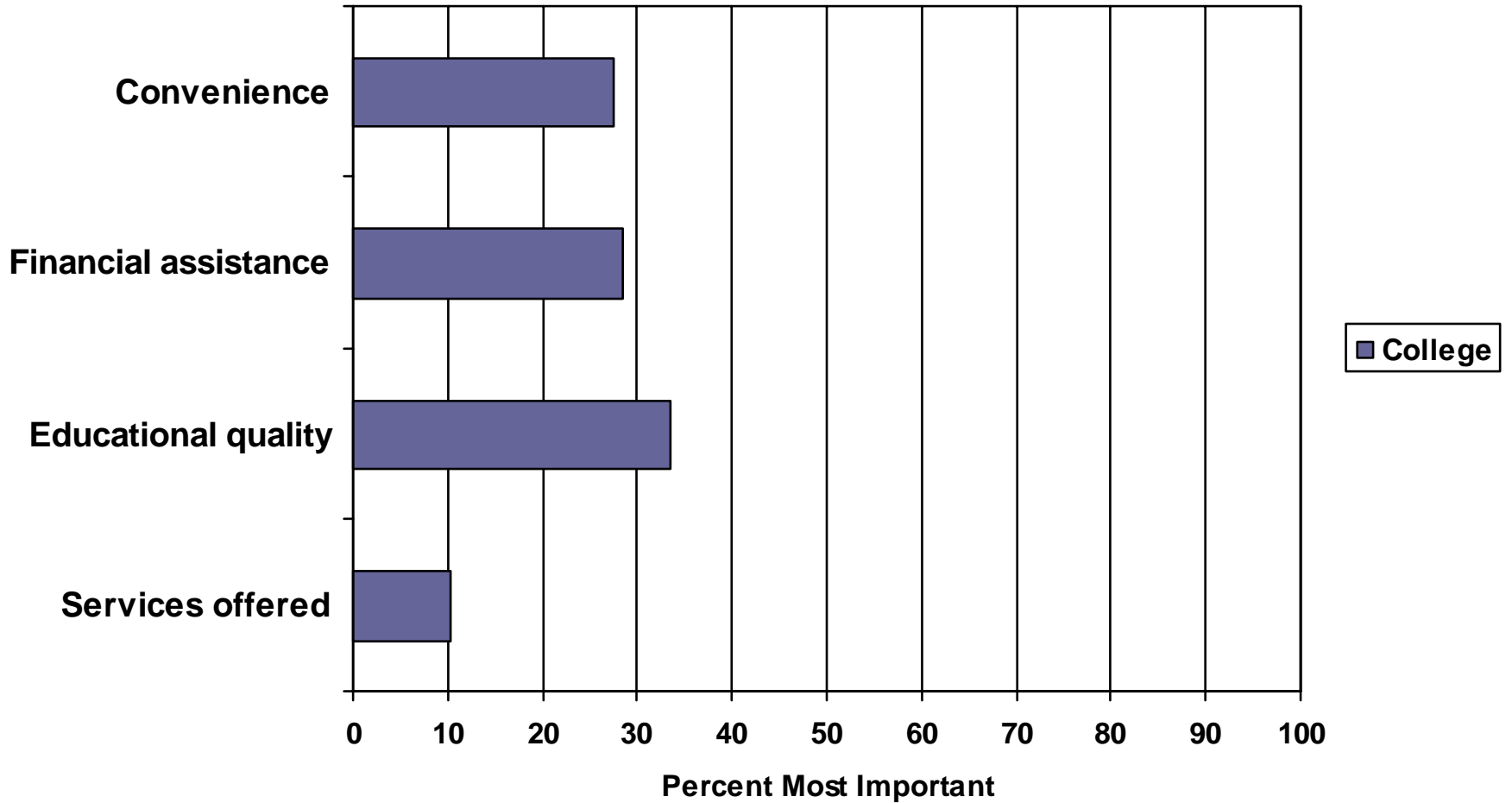


Class Times Preferred

- ◆ **Morning (21%)**
 - ◆ **1 Day Per Week For 3 Hours – Wednesday, Monday**
- ◆ **Afternoon (16%)**
- ◆ **Evening (60%)**
 - ◆ **1 Evening Per Week For 3 Hours – Wednesday, Tuesday, Monday**
- ◆ **Weekend (28%)**
 - ◆ **Saturday For 2 To 4 Hours**



Factors Important In Choosing A College By College Segment

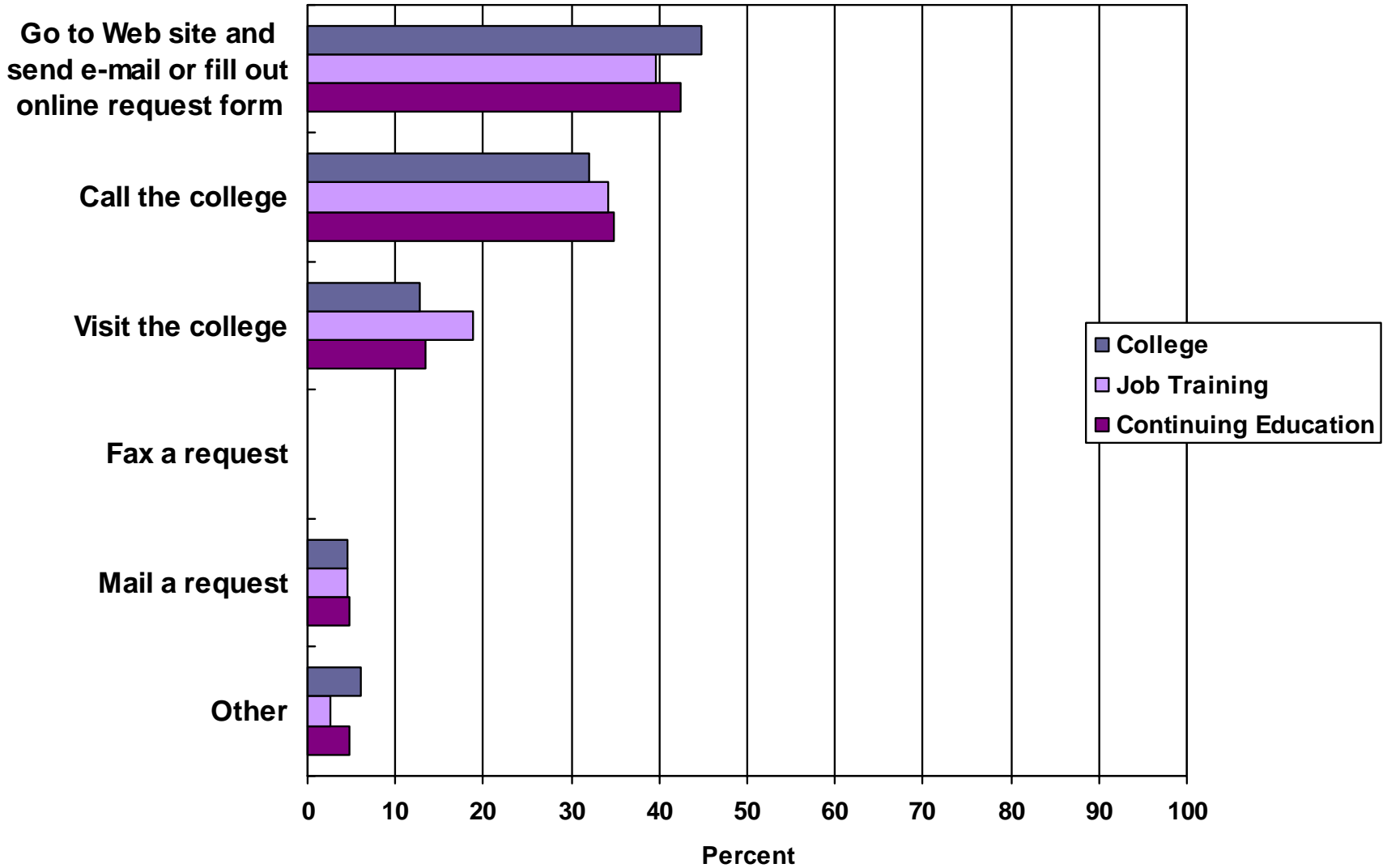




Information Sources For Market Segments

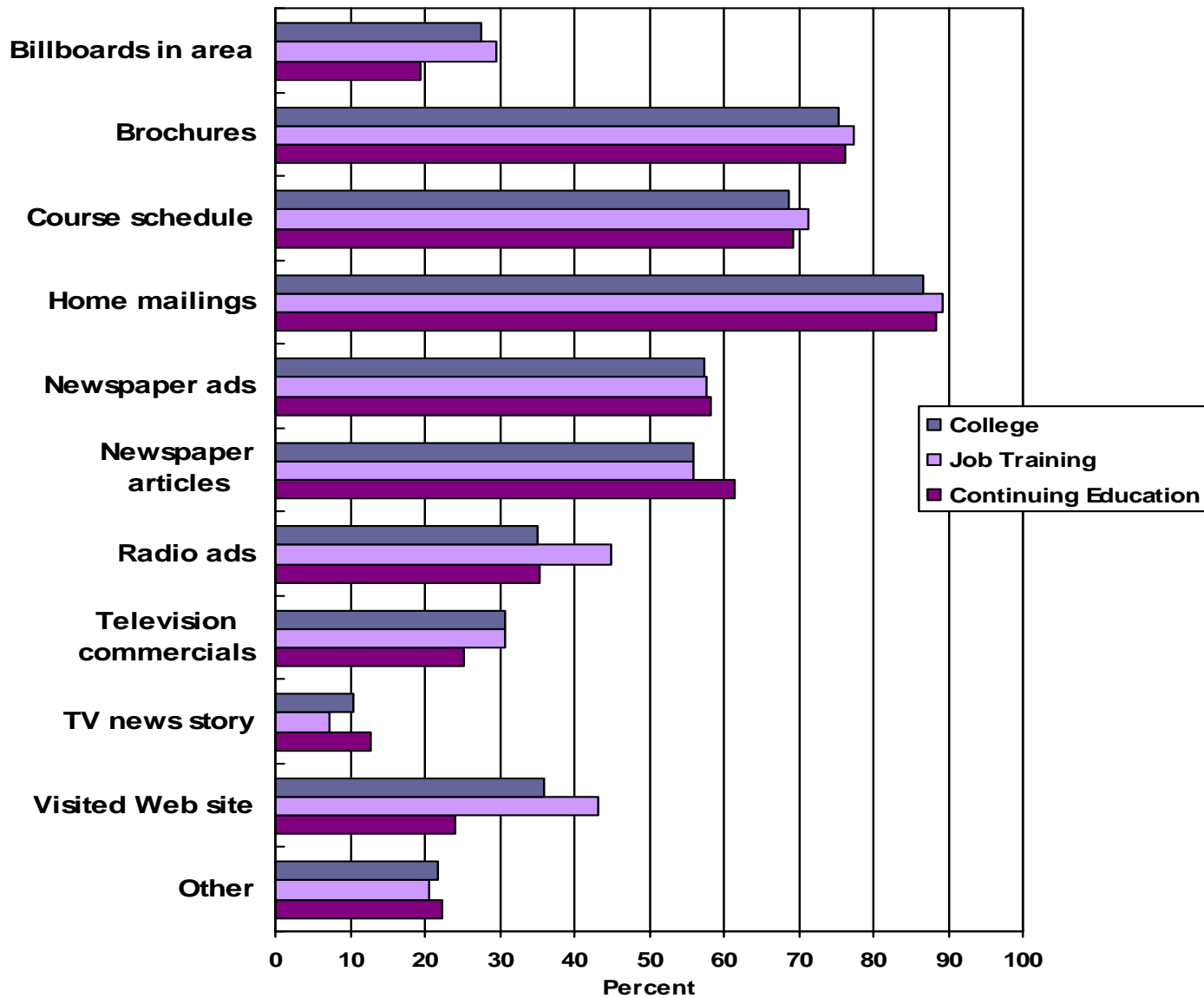


Preferred Information Request Format By Market Segments

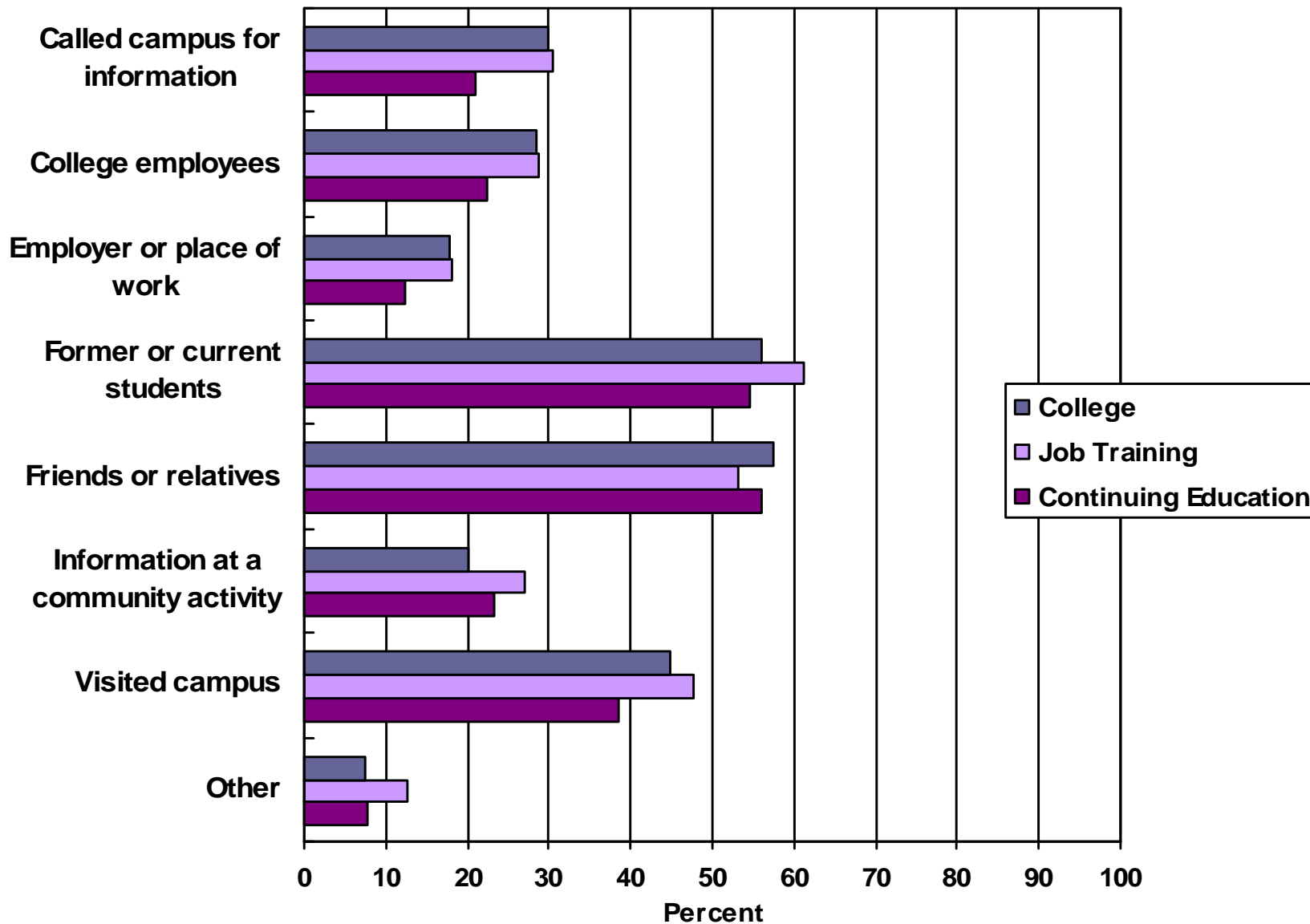




**Media Recall For Glen Oaks Community College
By Market Segments**



Sources Of Information About Glen Oaks Community College By Market Segments





Computer Usage

◆ Access To Internet From Home

◆ Segments

- ◆ College (76%)
- ◆ Job Training (74%)
- ◆ Continuing Education (73%)
- ◆ Segments Slightly More Likely To Be Wired

◆ County

- ◆ Three Rivers (75%)
- ◆ Sturgis (66%)
- ◆ Remainder Of County (68%)

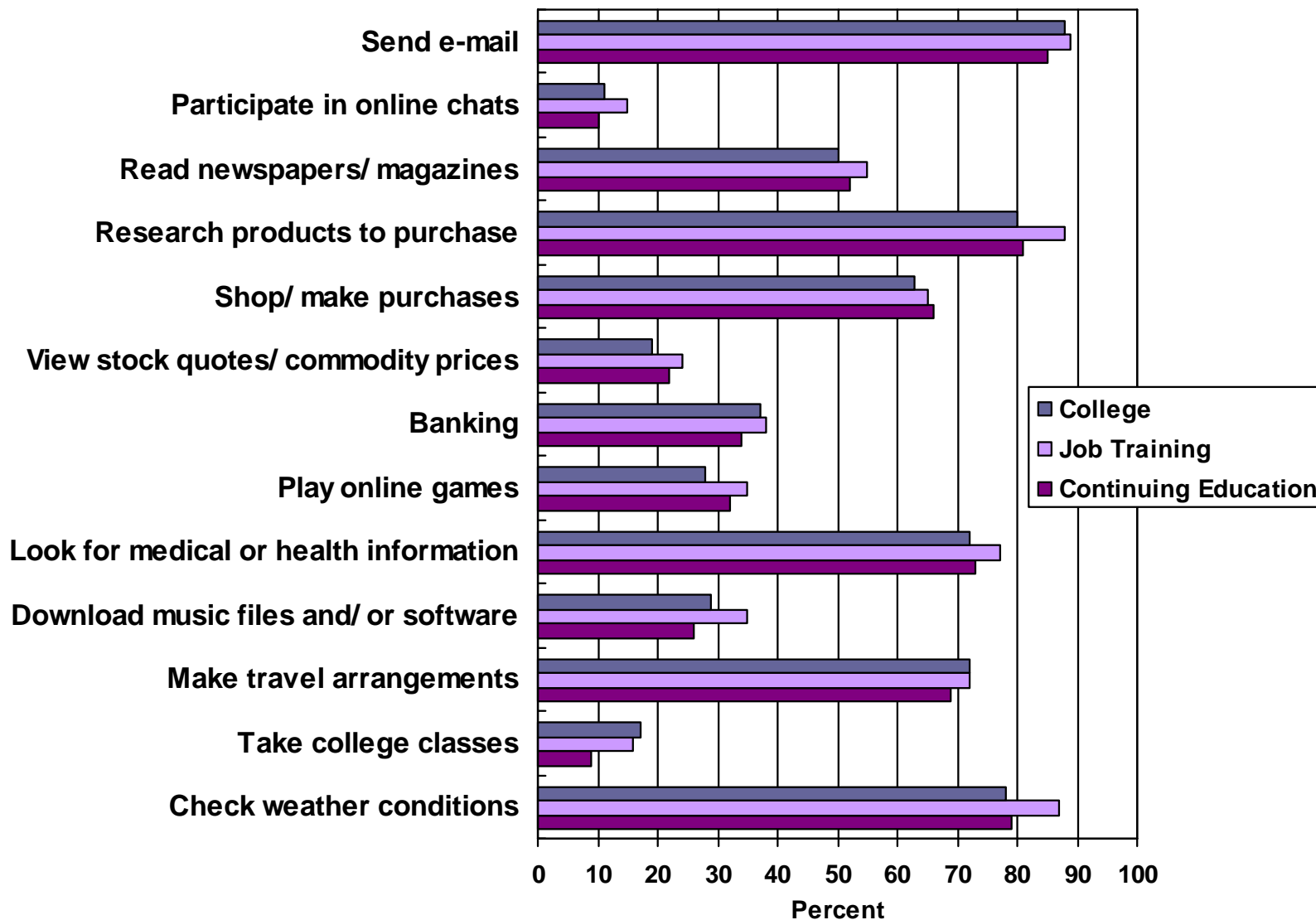


Computer Usage

- ◆ **Modem Used**
 - ◆ **Dial-Up (57%), High-Speed DSL (27%)**
- ◆ **Major Internet Providers**
 - ◆ **AOL**
 - ◆ **Charter**
 - ◆ **Comcast**
 - ◆ **MSN**
 - ◆ **Rural Communications**
 - ◆ **Verizon**



E-Mail Usage By Market Segments





Media Usage

- ◆ **Favorite Radio Stations**
 - ◆ **No Share Greater Than 10%; Majority Less Than 5%**
- ◆ **Favorite TV Stations**
 - ◆ **Varied**
- ◆ **Newspaper**
 - ◆ **Locals By Area**
 - ◆ **Reduced Readership**



Employment Characteristics

- ◆ **Tuition Assistance Available**
 - ◆ **43% Of College, 44% Of Job Training And 42% Of Continuing Education**
 - ◆ **38%+ Receive Full Tuition Reimbursement And Balance Partial Reimbursement**
 - ◆ **Three Rivers More Likely To Have Tuition Reimbursement Than Other Areas**



Demographic Characteristics

- ◆ **Average Age**
 - ◆ **College (40) And Job Training (40) Segments Younger Than Continuing Education Segment (50)**
- ◆ **More Than Half Are Married**
 - ◆ **College (63%), Job Training (63%), Continuing Education (70%)**
 - ◆ **21% Of College And Job Training Segments Never Married**



Issues To Address

- ◆ **Assure That Educational Ladders Are Available Locally**
 - ◆ **Nursing**
 - ◆ **Education**
 - ◆ **Computers**
 - ◆ **Business**



Issues To Address

- ◆ **Delivery Of Programming**
 - ◆ **Completeness**
 - ◆ **Alternative Modes**
- ◆ **Image Issues**
 - ◆ **Positioning**
- ◆ **Marketing Campaign**

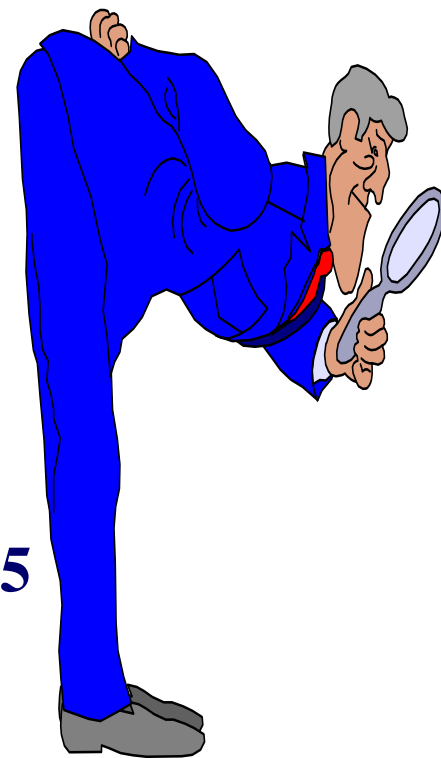


Workforce Development Scan Results



Methodology

- ◆ **Stratified Sample Of Employers**
 - ◆ **Owners And Managers**
 - ◆ **335 Telephone Interviews**
 - ◆ **Conducted October 28 To November 10, 2005**
 - ◆ **15 Personal Interviews**
 - ◆ **Conducted November 29 And 30, 2005**
 - ◆ **Follow-Ups Conducted December 5 And 6, 2005**
 - ◆ **95% Reliability With + 5.2% Tolerable Error**





Reporting Results

- ◆ **St. Joseph Employers**
 - ◆ **Represents 250 Employers Or 71.4 Percent Of Employers In The Region**
- ◆ **Branch And Cass Employers**
 - ◆ **Represents 100 Employers Or 28.6 Percent Of Employers In The Region**



Business Type

◆ **St. Joseph Employers**

- ◆ **26% Retail Trade, 25% Manufacturing, 9% Education, 8% Business And Personal Services, 5% Contractors, 5% FIRE, 4% Health Services**

◆ **Branch And Cass Employers**

- ◆ **24% Retail Trade, 25% Manufacturing, 12% Education, 10% Health Services, 10% Wholesale Trade, 8% Government**



Employer Challenges



Availability Of Qualified Applicants

- ◆ **57% Of Employers Noted There Is A Shortage Of Qualified Job Candidates In Area**
 - ◆ **Lack Of Applicants With Skills**
 - ◆ **83% Of St. Joseph Employers**
 - ◆ **75% Of Branch And Cass Employers**



Availability Of Qualified Applicants

- ◆ **Major Skill Sets Applicants Are Missing**
 - ◆ **Basic Skills**
 - ◆ **Math, Reading And Writing (Literacy)**
 - ◆ **Work Ethics**
 - ◆ **Appearance, Common Sense**
 - ◆ **Computers**
 - ◆ **Technical Skills**
 - ◆ **People Skills**
 - ◆ **Job-Related Specific Skills**



Training Provided

- ◆ **Training Programs Offered In Last 12 Months To 16,224 Employees**
 - ◆ **64% Of St. Joseph Employers**
 - ◆ **70% Of Branch And Cass Employers**
 - ◆ **Key Training Areas**
 - ◆ **Safety, CNC Programming, Computers, CPR, Customer Service, First Aid, Forklift, HIPAA, Leadership, Lean Manufacturing, Management, OSHA, Quality, Writing**



Future Training Programs

- ◆ **27% Planning Training In Next Year For 3,589 Employees**
 - ◆ **28% Of St. Joseph Employers**
 - ◆ **24% Of Branch And Cass Employers**
 - ◆ **Major Training Programs Planned**
 - ◆ **CNC, Computers, CPR, Customer Service, HIPAA, Language, Leadership, Lean Manufacturing, Management, Math, No Child Left Behind, OSHA, Safety, Spanish, Supervisory, Teaching Strategies**



Usage Of GOCC

- ◆ **Used As An Educational Or Training Resource**
 - ◆ **44% Of St. Joseph Employers**
 - ◆ **10% Of Branch And Cass Employers**



Usage Of GOCC

- ◆ **Sent Employees To Classes At Glen Oaks Community College (71%)**
- ◆ **Training For Employees Developed By Glen Oaks Community College (34%)**
- ◆ **Training Location Only (24%)**
- ◆ **Served On An Advisory Committee (13%)**
- ◆ **Conference Facility (12%)**
- ◆ **Other (29%): Externs, Apprenticeships, Seminars, Classes, Worked With Them, Training**



Usage Of GOCC

- ◆ **Satisfaction With Glen Oaks Community College**
 - ◆ **Satisfied/ Very Satisfied**
 - ◆ **81% Of St. Joseph Employers**
 - ◆ **100% Of Branch And Cass Employers**
 - ◆ **Dissatisfied/ Very Dissatisfied**
 - ◆ **13% Of St. Joseph Employers**
 - ◆ **Not Enough Contact, Training Did Not Happen As Expected**



Likelihood Of Using GOCC In Future

- ◆ **Source Of Employees (71%)**
- ◆ **Sending Employees To Classes At Glen Oaks Community College (47%)**
- ◆ **Training Location (41%)**
- ◆ **Training For Employees Developed By Glen Oaks Community College (38%)**
- ◆ **Serving On An Advisory Committee (36%)**
- ◆ **Conference Facility (23%)**



Skills Training

- ◆ **Employee Basic Skills Training Needed For 1,425 Current Employees**
 - ◆ **26% Of St. Joseph Employers**
 - ◆ **42% Of Branch And Cass Employers**
- ◆ **English As A Second Language (ESL) Needed**
 - ◆ **17% Of St. Joseph Employers**
 - ◆ **20% Of Branch And Cass Employers**



Skills Training

- ◆ **Supervisory Management**
 - ◆ **39% Of St. Joseph Employers**
 - ◆ **50% Of Branch And Cass Employers**
- ◆ **Interpersonal Skills**
 - ◆ **49% Of St. Joseph Employers**
 - ◆ **56% Of Branch And Cass Employers**
- ◆ **Computer Skills**
 - ◆ **41% Of St. Joseph Employers**
 - ◆ **45% Of Branch And Cass Employers**



Skills Training

- ◆ **Technical Skills**
 - ◆ **22% Of St. Joseph Employers**
 - ◆ **31% Of Branch And Cass Employers**



Local Employer Jobs Forecast

- ◆ **3,777 Total Jobs Listed As Needed Over Next Two Years**
 - ◆ **48.6% Require No Education**
 - ◆ **33.6% Only Require High School**
 - ◆ **6.4% Require Certificate**
 - ◆ **4.6% Require Associate Degree**
 - ◆ **4.5% Require Bachelor's Degree**
 - ◆ **0.7% Require Graduate Degree**



Local Employer Jobs Forecast

Educational Levels Required For New Jobs	Percent Of Total Jobs - Replacements	Percent Of Total Jobs - New Hires	Average Hourly Rate
No Education	85.7	14.3	\$ 8.72
High School	70.9	29.1	\$10.25
Certificate	85.6	14.4	\$15.15
Associate	78.7	21.3	\$15.10
Bachelor's	78.7	21.3	\$22.00
Graduate	61.5	38.5	\$30.88



Employee Educational Participation

- ◆ **Employers With Employees Taking College Classes In Area**
 - ◆ **47% Of St. Joseph Employers**
 - ◆ **285 Employees**
 - ◆ **70% Of Branch And Cass Employers**
 - ◆ **393 Employees**



Preferred Colleges

College	# Employees
Glen Oaks Community College	171
Kellogg Community College	163
Western Michigan University	87
Southwestern Michigan College	76
Kalamazoo Valley Community College	48
Michigan State University	16
Grand Valley State University	14
Baker College	14



Preferred Colleges

- ◆ **Colleges From Which Employees Are Taking Online Classes**
 - ◆ **Davenport University, Glen Oaks Community College, Grand Valley State University, Kalamazoo Valley Community College, Kellogg Community College, Lake Michigan College, Mary Grove College, Michigan State University, Southwestern Michigan College, Spring Arbor University, University Of Phoenix, Western Michigan University**



Employee Reimbursement

- ◆ **Tuition Reimbursement Program Offered**
 - ◆ **42% Of St. Joseph Employers**
 - ◆ **48% Of Branch And Cass Employers**
 - ◆ **Use Of Reimbursement**
 - ◆ **94% Credit Classes**
 - ◆ **86% Continuing Education**
 - ◆ **72% CEU's**



Employee Reimbursement

- ◆ **Employees Not Taking Advantage Of Tuition Reimbursement Program Offered**
 - ◆ **67% With St. Joseph Employers**
 - ◆ **73% With Branch And Cass Employers**
 - ◆ **Time And Family Obligations**
 - ◆ **Unable To See Benefit**
- ◆ **Services To Offer**
 - ◆ **Keep Them Informed, More Aware**
 - ◆ **Flexible Classes**



Employee Reimbursement

◆ **Timing Of Reimbursement**

- ◆ **Upon Completion (76%)**

 - ◆ **C Or Better**

- ◆ **Up Front (10%)**

- ◆ **Other (13%)**

◆ **Usage Of Reimbursement**

- ◆ **91% Tuition**

- ◆ **68% Fees**

- ◆ **65% Books**

- ◆ **58% Online Courses**



CEU Requirements

- ◆ **Require Employees To Obtain CEU's**
 - ◆ **26% With St. Joseph Employers**
 - ◆ **43% With Branch And Cass Employers**
 - ◆ **Computers, Education, Law Enforcement, Maintenance, Medical, Nursing, Real Estate, Education**



Annual Training Dollars

- ◆ **135 Companies Spent \$1.36 Million For Training To Outside Vendors Or Sending Employees To Training**
 - ◆ **St. Joseph Employers Spent \$966,050**
 - ◆ **Branch And Cass Employers Spent \$390,575**





Current And Predicted Employment

- ◆ **350 Employers Represent 20,884 Full-Time Employees And 4,600 Part-Time Employees**
- ◆ **Increase Anticipated In Full-Time Employment In The Next Year**
 - ◆ **26% With St. Joseph Employers (634)**
 - ◆ **24% With Branch And Cass Employers (378)**



Issues To Address

- ◆ **Opportunity In Market**
 - ◆ **Soft Skills Training Making A Comeback Nationally**
- ◆ **Technical Skills Training Question**
 - ◆ **Whether Can Serve Markets**
 - ◆ **Partnering With Someone – KVCC?**
- ◆ **Advanced Degrees On-Site**
 - ◆ **Bachelor's And Master's**



QUESTIONS?