

## Membership Year 2004

### February Survey

**SUBJECT:** *What Do CEOs Want to Know About – Workforce Development?*

Below are the results of our 2004 CEO Survey highlighting community college programs in the areas of career education and workforce development. In addition to the compelling findings you will find enclosed, we also received some intriguing responses regarding some of the specialized programs focused on student transitions and workforce development.

**Easing Student Transitions:** Out-of-school youth programs, articulation agreements, middle school visits, apprenticeships, assessment feedback, college admissions and financial assistance, career links, college fairs, college orientation and assessment classes (first-year experience), college prep packets, community careers cooperatives (partnerships), counseling counselors training, dual enrollment, early enrollment, group campus visits, high school visits by the college, faculty-to-industry facilitation, information sessions with high school administration and faculty, campus open house, specific recruiting, summer programs, tech prep visits, guidance counselor association partnerships

**Workforce Development Strategies:** Face-to-face business centers, economic development centers, video conferencing delivery, formal partnerships, outreach centers, cowork experiences, advisory committees, workshops to meet industry needs, DACUM and WorkKeys assessments and profiling, Ide courses and O.J.T.



# What Do CEOs Want to Know About. . . WORKFORCE DEVELOPMENT?

*A Quarterly Survey of League Alliance CEOs.*

*These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance quarterly CEO survey service. The response rate for this survey was 30% (n=201).*

*This survey is based on topics submitted by your fellow CEOs as part of the League Alliance CEO Survey service. A summary of findings has been mailed directly to all Alliance CEOs, but all individual responses are held in the strictest confidence.*

<b>1. Over the past five years, has your college increased efforts to ease student transitions from secondary schools into career programs?</b>	<b>Y 98% N 2%</b>																						
<b>2. If you answered “yes” to Question #1, what type of strategies have you employed? (Check all that apply.)</b>																							
<table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">61% High School Career Planning</td> <td style="width: 25%;">36% Early Assessment</td> <td style="width: 25%;">22% Career Mentors</td> <td style="width: 25%;">9% Peer Mentors</td> </tr> <tr> <td>84% Formal Partnerships</td> <td>71% Curriculum Alignment</td> <td>34% Common Facilities</td> <td>20% Internships</td> </tr> <tr> <td>41% Faculty/Staff Training</td> <td>35% Online Resources</td> <td>17% Policy Changes</td> <td>50% Counseling</td> </tr> <tr> <td>19% Other</td> <td></td> <td></td> <td></td> </tr> </table>								61% High School Career Planning	36% Early Assessment	22% Career Mentors	9% Peer Mentors	84% Formal Partnerships	71% Curriculum Alignment	34% Common Facilities	20% Internships	41% Faculty/Staff Training	35% Online Resources	17% Policy Changes	50% Counseling	19% Other			
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<b>3. Our college actively works with secondary schools to decrease the amount of remedial/developmental courses students take.</b>	YES	Yes	yes	?	no	No	NO																
	15%	27%	33%	6%	13%	4%	2%																
<b>4. We have increased efforts to meet the needs of displaced workers and others making career changes.</b>	YES	Yes	yes	?	no	No	NO																
	46%	35%	13%	3%	2%	1%	0%																
<b>5. We are increasing incumbent workers’ training (e.g, contract training).</b>	YES	Yes	yes	?	no	No	NO																
	42%	32%	15%	1%	7%	2%	1%																
<b>6. Lack of funding limits our workforce development offerings.</b>	YES	Yes	yes	?	no	No	NO																
	41%	25%	20%	2%	8%	2%	2%																
<b>7. Has your college developed workforce development offerings that are specific to industry needs in your region?</b>	<b>Y 97% N 3%</b>																						
<b>8. If you answered “yes” to Question #7, in what mode do you provide these offerings? (Check all that apply.)</b>																							
<table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">89% Face to Face on Campus</td> <td style="width: 25%;">87% Face to Face in Industry</td> <td style="width: 25%;">54% Online</td> <td style="width: 25%;">41% Hybrid</td> </tr> <tr> <td>6% Other</td> <td></td> <td></td> <td></td> </tr> </table>								89% Face to Face on Campus	87% Face to Face in Industry	54% Online	41% Hybrid	6% Other											
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<b>9. If your college has online specialty training for industry, are you interested in promoting, exchanging, or leasing these offerings?</b>	<b>Y 36% N 64%</b>																						