Employer Survey for Proposed CTE Programs

Item 1: Standardization of survey questions

Draft Template: <https://www.research.net/s/FHEmployerSurvey>

When reporting survey results, it is important to address the following:

1. Methodology

* When survey was administered and how (email, mail, phone)

1. Response Rate

* Number of employers surveyed and number responded

1. Scope

* Specific title(s) of jobs covered by the survey (Q2, unless job title(s) are imbedded in other questions on the survey)

1. Projections

* How many openings the employer anticipates, due to separations and new jobs, in the next full year and over the next five years (Q6 and Q7)
* Whether employer believes the program as described would qualify students for specific positions (Q1 and Q2)
* Whether the employer would preferentially hire students who have completed the program (Q8)

Source: California Community College Chancellor’s Office, Program and Course Approval Handbook, 5th edition (pgs.87-88)

<http://extranet.cccco.edu/Portals/1/AA/ProgramCourseApproval/Handbook_5thEd_BOGapproved.pdf>

Item 2: Number of questions

Minimum 5-8 questions

Item 3: Survey administration

1. Number of Employers

* Should send out at minimum 10 surveys
* Should receive at minimum 5 completed surveys

1. Identify Employers

Suggestions include:

* Advisory committee
* Professional associations
* Personal contacts
* Ask contacts to forward survey to others

1. Collect Survey Responses

Can used blended strategy:

* Email (embed survey link)
* Phone

Recommend that name, title, email of individual completing survey be collected, should follow-up be desired.

1. Survey Process

* Review survey template: <https://www.research.net/s/FHEmployerSurvey>
* Identify questions to be included, excluded
* If 10 questions or less, can create own account with surveymonkey.com or other online survey tool
* If 10 questions or more, provide institutional research with updated information for survey:

submit as research request (<http://irp.fhda.edu/cgi-bin/rws5.pl?FORM=ResearchRequest>)

and institutional researcher will follow up to determine language and content for survey

1. Disseminate survey

* Email (text provided by program or faculty)
* Phone (script provided by program or faculty)
* May need to follow up, sending reminders as needed to increase response rate

1. Survey Results

* If online administration with 10 questions or less, program/faculty will be collecting the responses
* If online administration with more than 10 questions, raw data will be provided to program/faculty by institutional research