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)
> 2) Response Rate
>   - Number of employers surveyed and number responded
> 3) Scope
>   - Specific title(s) of jobs covered by the survey (Q2, unless job title(s) are imbedded in other questions on the survey)
> 4) 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
2) Identify Employers
   Suggestions include:
   - Advisory committee
   - Professional associations
   - Personal contacts
   - Ask contacts to forward survey to others
3) 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.
4) 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

5) 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

6) 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