

## CTE Employer Survey Template

Here is a survey template that can be used to develop an employer survey for all new CTE programs. The language provided here is a sample and the phrasing can be revised to fit specific program needs. The survey introduction, specifically paragraph two, and required questions sections includes elements that need to be include in the program application. The recommendation is to develop a survey that at minimum includes 5-8 questions, but no more than 10. Additional questions that may be considered can be found in the options questions section. Questions can be directed to the Workforce Development & Institutional Advancement Division.

### Survey Introduction

Foothill College plans to create a new [program\_name] program, where students will be able to earn a [degree\_and/or\_certificate] upon completion. We are surveying local employers to ensure that students will graduate with skills and experiences that will help them find employment. Additionally, your feedback can shape our new program so that the curriculum maintains its currency. Should you have any questions or comments regarding this survey or the development of the [program\_name] program at Foothill College, please contact [name] at [email\_address].

Our proposed [degree/certificate] programs are described in the following paragraph(s):  
[DEGREE/CERTIFICATE TITLE] ([number\_of\_units] units)  
[Description here—should include: objectives, program design, proposed equipment, facilities, work experience, and/or faculty qualifications]

### Survey Closing

Thank you for your time!  
Additional questions or concerns can be directed to [name], [title], at [email\_address].

### Required Questions

Does the program description(s) reflect the education/training your organization looks for among potential employees?

Completely accurate

Partially accurate

Not accurate

Students who completed the above program description(s) would meet minimum qualifications for which of the following job titles? Select all that apply.

Job title 1

Job title 2

Job title 3

Job title 4

Other: (please specify)

NOTE: This question could be revised/excluded if specific job titles are embedded in another question. For example, "Would students who completed the above program description(s) meet minimum qualifications for job title X? Yes/No/Not sure"

How many job openings fitting the program description(s) are anticipated by your organization?

In next year:

1 to 3

4 to 6

7 to 10

Over 10

None

Next five years:

1 to 3

4 to 6

7 to 10

Over 10

None

Are the anticipated openings that fit the program description(s) due primarily to separations (resignations/retirements) or new job growth?

Separations

Job growth

Both separations and job growth

Not applicable: No openings anticipated

How likely would your organization hire students who complete any of the program description(s) described above compared to other applicants who have not completed these program(s), if all other job considerations are equal?

More likely

Less likely

Not likely

Not sure

### Optional Questions

What type of core workforce traits ("soft skills") are needed to be successful in your field?

Select the top three traits that apply.

Communication skills (oral, written)

Confidentiality

Creativity  
Dependability  
Enthusiasm/Energy  
Independent worker  
Integrity  
Interpersonal skills  
Managerial skills  
Organizational skills  
Punctuality  
Strong work ethic  
Team player  
Work experience

For individuals planning to enter this field, what core occupational skills are needed for success? Select the top three skills that apply.

Skill 1

Skill 2

Skill 3

Skill 4

Other: (please specify)

What wage range could someone reasonably expect to earn if they completed the program described?

Under \$10/hr

\$10.01 to \$15/hr

\$15.01 to \$20/hr

\$20.01 to \$25/hr

\$25.01 to \$30/hr

Over \$30/hr

Would your organization be interested in providing internship opportunities to students enrolled in our programs?

Yes

No

Maybe

How many employees are employed by your organization (regardless if they are full-time or part-time)?

In positions related to [program\_name\_or\_field]:

1 to 5

6 to 10

11 to 15

16 to 20

20 to 30

Over 30

In the entire organization:

1 to 5

6 to 10

11 to 15

16 to 20

20 to 30

Over 30

Would you be interested in serving on our advisory board? The [program\_name] advisory board meets [time\_period] to assess the currency of the program curriculum in meeting employer needs, and to help shape the direction of [discipline] education.

Yes

No

Maybe

If we can contact you for further information or clarification on your responses, please provide your name and email below:

Name:

Title:

Email: