

<b>County:</b>	
<b>City:</b>	
<b>Zip Code:</b>	

V0 Month/ Day/ Year of Contact: \_\_\_\_\_

V1 Business Name: \_\_\_\_\_

V2 Address: \_\_\_\_\_

V3 City: \_\_\_\_\_ V4 State: \_\_\_\_\_

V5 Zip: \_\_\_\_\_

V6 Phone: (\_\_\_\_\_) \_\_\_\_\_

V7 Group SIC Code: CIRCLE ONE 01-14 15-17 20-39 40-49 50-51 52-59 60-67 70-79  
80 81 82-83 84-86 87 88-89 91-97 99

V8 Employee Size: \_\_\_\_\_

V9 Employee Size: A B C D E F G H I

Coding, as determined by list company

- A = 1-4 employees
- B = 5-9 employees
- C = 10-19 employees
- D = 20-49 employees
- E = 50-99 employees
- F = 100-249 employees
- G = 250-499 employees
- H = 500-999 employees
- I = 1,000-4,999 employees
- J = 5,000-9,999 employees
- K = 10,000+ employees

Hi, my name is \_\_\_\_\_. I am calling for West Virginia Northern Community College to gather information about regional businesses' training and educational needs. The results of the survey will be used to develop needed educational and training programs for area businesses. Our survey will only take a few minutes. May I speak to the owner/ CEO?


IF SPEAKING: CONTINUE AND SET TIME FOR APPOINTMENT IF NEEDED  
 IF GET OWNER/ CEO: REPEAT AND CONTINUE  
 IF OWNER/ CEO UNAVAILABLE: OBTAIN TIME AND RECONTACT  
 IF NO ONE RESPONDS: THANK AND TERMINATE

V10 Contact Person: \_\_\_\_\_ V11 Title: \_\_\_\_\_

Day: \_\_\_\_\_ Time: \_\_\_\_\_

**SECTION A. WORKPLACE CHALLENGES**

A-1. Do you believe there is a shortage of qualified job candidates in the area?

A1	1	No → (GO TO A-2)																							
	2	Yes → Is it a shortage of <b>NUMBER</b> of applicants or <b>LACK</b> of applicants with correct skills needed?																							
	A1A	1	<b>NUMBER</b> of applicants → →	Which of the following sources do you use to recruit applicants? (READ CHOICES)																					
				<table border="1"> <thead> <tr> <th></th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>A1A1 Job service agency</td> <td>1</td> <td>2</td> </tr> <tr> <td>A1A2 Newspaper ads</td> <td>1</td> <td>2</td> </tr> <tr> <td>A1A3 Other colleges and universities</td> <td>1</td> <td>2</td> </tr> <tr> <td>A1A4 Web site or online search</td> <td>1</td> <td>2</td> </tr> <tr> <td>A1A5 West Virginia Northern Community College</td> <td>1</td> <td>2</td> </tr> <tr> <td>A1A6 Other? LIST: A1A6A</td> <td>1</td> <td>2</td> </tr> </tbody> </table>		Yes	No	A1A1 Job service agency	1	2	A1A2 Newspaper ads	1	2	A1A3 Other colleges and universities	1	2	A1A4 Web site or online search	1	2	A1A5 West Virginia Northern Community College	1	2	A1A6 Other? LIST: A1A6A	1	2
	Yes	No																							
A1A1 Job service agency	1	2																							
A1A2 Newspaper ads	1	2																							
A1A3 Other colleges and universities	1	2																							
A1A4 Web site or online search	1	2																							
A1A5 West Virginia Northern Community College	1	2																							
A1A6 Other? LIST: A1A6A	1	2																							
		2	<b>LACK</b> of applicants with skills →	What skills are needed that are missing? LIST: A1A7																					
		3	Both (ASK 1 & 2 ABOVE) 																						
	3	Don't know																							

A-2. Do you believe there is a qualified labor force available in the area to meet your employment needs over the next five years?

A2	1	Yes
	2	No → <b>Why not?</b>  A2A  → <b>What skill sets are they missing?</b>  A2B
	3	Don't know

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**SECTION B. TRAINING PROGRAMS**

Now I would like to ask you about your current training programs.

B-1. Please describe the major training programs your company has conducted for your employees in the **LAST 12 MONTHS**.

2	No/ Nothing/ Do not train <b>(SKIP TO B-2)</b>
1	Yes → What were the training topics?  B1A _____  B1B _____  B1C _____  B1D _____  B1E _____

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B-2. What new training programs are you anticipating providing for employees in the next year or two?

2	None <b>(SKIP TO SECTION D)</b>
1	Yes → What topics?  B2A _____  B2B _____  B2C _____  B2D _____  B2E _____

**SECTION D. WEST VIRGINIA NORTHERN COMMUNITY COLLEGE TRAINING PROGRAM STRUCTURE**

D-1. Would you consider working with West Virginia Northern Community College to develop training programs for current employees to improve the skill sets?

1	Yes → What skill sets are your employees missing?  D1A _____  D1B _____  D1C _____  D1D _____  D1E _____
2	No → <b>Why not? (SKIP TO D-7)</b>  D1F _____
3	Don't know

For those areas in which you indicated you had training needs, I'd like you to tell me your preferences about how those training programs should be structured.

D-2. Would you prefer the location of the training program to be on-campus at West Virginia Northern Community College or at your place of business?

D2	1	West Virginia Northern Community College Campus → Which location would be most convenient? D2A <table border="1" style="display: inline-table; vertical-align: top;"> <tr><td style="width: 20px;">1</td><td>Wheeling</td></tr> <tr><td>2</td><td>Weirton</td></tr> <tr><td>3</td><td>New Martinsville</td></tr> <tr><td>4</td><td>Other site</td></tr> </table> LIST: D2AA _____	1	Wheeling	2	Weirton	3	New Martinsville	4	Other site
1	Wheeling									
2	Weirton									
3	New Martinsville									
4	Other site									
	2	At my place of business								
	3	Depends: On what: D2B _____								
	4	Other sites: D2C Location: _____								

D-3. Is it your preference for an employee to receive college credit for training?

D3	1	Yes, receive credit → Why? D3A
	2	No → Why not? D3B
	3	Does not matter → Why? D3C

D-4. There are alternative methods of delivering classes and training to make it more convenient for your employees. If the following alternative delivery formats were offered to your firm to provide classes or training, which would you be **Likely** to use?

		Yes, Likely	No, Not Likely	No Response
D4A	Telecommunications to your company (video conference)	3	1	2
D4B	Classes, training via computer based training (CBT) classes <b><u>IF</u> YES, LIKELY → → ASK</b>	3	1	2
	D4B1 Classes, training via Internet	3	1	2
	D4B2 Classes, training on CD-ROM	3	1	2
D4C	Instructor at employer's site	3	1	2
D4D	Employees attend training off-site	3	1	2
D4E	Videotaped courses	3	1	2
D4F	Other: PLEASE LIST: D4FA _____	3	1	2

D-5. Do you need training programs available any other time than 8am to 5pm Monday to Friday?  
(IF YES, NOTE WHEN OR PROMPT IF NEEDED)

1	No
2	Weekends
3	Nights
4	Weekends and nights
5	Rotating shifts
6	Don't know

D-6. If a training need surfaced at your business, how quickly would you expect the vendor contacted to have the training developed and available for your employees?

1	Days # _____
2	Weeks # _____
3	Months # _____
4	Other
5	Don't know

ASK ALL:

D-7. Have you ever used West Virginia Northern Community College as a training location or resource for your company's employees?

D7	1	Yes → Did you use it for: (READ CHOICES AND CHECK ALL THAT APPLY)	
	D7A	1	Training location only
	D7B	1	Conference facility
	D7C	1	Training for employees developed by West Virginia Northern Community College
	D7D	1	Sent employees to classes at West Virginia Northern Community College
	D7E	1	You or employees served on an advisory committee
	D7F	1	Source of employees (hired graduates)
	D7G	1	Other: D7GA LIST: _____
	2	No → <b>Why not?</b> D7H	
	0	No response	
	3	Don't know	

D-8. What would be the best way to keep you informed of the education and training programs West Virginia Northern Community College has to offer?

D8
----

D-9. How often should West Virginia Northern Community College contact you about upcoming programs?

D9
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**SECTION E. DEGREES**

Given your current employees, do you have a need for them to pursue a certificate, an associate, bachelor's or graduate degree? Are \_\_\_\_ (INSERT EACH BELOW) **Much Needed, Needed** or **Not Needed** for the employees in your business?

		MN	N	NN	DK
E1	<b>Certificate Programs (One Year Or Less)</b>	3	2	1	4
IF MUCH NEEDED OR NEEDED, ASK: What area?					
E1A		_____			
E1B		_____			

		MN	N	NN	DK
E2	<b>Associate Degrees (Two-Year)</b>	3	2	1	4
IF MUCH NEEDED OR NEEDED, ASK: What area?					
E2A		_____			
E2B		_____			
E2C		_____			

		MN	N	NN	DK
E3	<b>Bachelor's Degrees (Four-Year)</b>	3	2	1	4
IF MUCH NEEDED OR NEEDED, ASK: What area?					
E3A		_____			
E3B		_____			
E3C		_____			

		MN	N	NN	DK
E4	<b>Graduate Degrees</b>	3	2	1	4
IF MUCH NEEDED OR NEEDED, ASK: What area?					
E4A		_____			
E4B		_____			
E4C		_____			

**SECTION F. EMPLOYEE NEEDS**

What types of jobs do you foresee hiring or having openings for in the **next 6 to 24 months (both new hires and replacements)**?

FOR EACH JOB MENTIONED:

How many jobs?

Of those, how many are due to ...

Turnover/ replacements?

Which leaves \_\_\_ for brand new positions?

What is their hourly rate?

Will the minimum education required for the job be a **high school diploma (HS)**, a **certificate (C)**, a **two-year associate degree (AS)**, a **four-year college degree (BA)**, a **graduate degree (G)** or **none (N)**?

What skills will be needed? (PROMPT AND PROBE)

JOB NAME (FILL IN JOB NAME)

F1 \_\_\_\_\_

How many jobs? F1A \_\_\_\_\_ (number) → Of those, how many are due to:

Turnover/ replacements? F1A1 \_\_\_\_\_ (number)

Brand new positions? F1A2 \_\_\_\_\_ (number)

Average hourly rate? F1B \$ \_\_\_\_\_

Education required? F1C      N      HS      C      AS      BA      G

Skills needed? F1D \_\_\_\_\_

F1E \_\_\_\_\_

F1F \_\_\_\_\_

F2 \_\_\_\_\_

How many jobs? F2A \_\_\_\_\_ (number) → Of those, how many are due to:

Turnover/ replacements? F2A1 \_\_\_\_\_ (number)

Brand new positions? F2A2 \_\_\_\_\_ (number)

Average hourly rate? F2B \$ \_\_\_\_\_

Education required? F2C      N      HS      C      AS      BA      G

Skills needed? F2D \_\_\_\_\_

F2E \_\_\_\_\_

F2F \_\_\_\_\_



F3

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How many jobs? F3A \_\_\_\_\_ (number) → Of those, how many are due to:

Turnover/ replacements? F3A1 \_\_\_\_\_ (number)

Brand new positions? F3A2 \_\_\_\_\_ (number)

Average hourly rate? F3B \$ \_\_\_\_\_

Education required? F3C      N      HS      C      AS      BA      G

Skills needed? F3D \_\_\_\_\_

F3E \_\_\_\_\_

F3F \_\_\_\_\_

F4

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How many jobs? F4A \_\_\_\_\_ (number) → Of those, how many are due to:

Turnover/ replacements? F4A1 \_\_\_\_\_ (number)

Brand new positions? F4A2 \_\_\_\_\_ (number)

Average hourly rate? F4B \$ \_\_\_\_\_

Education required? F4C      N      HS      C      AS      BA      G

Skills needed? F4D \_\_\_\_\_

F4E \_\_\_\_\_

F4F \_\_\_\_\_

F5

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How many jobs? F5A \_\_\_\_\_ (number) → Of those, how many are due to:

Turnover/ replacements? F5A1 \_\_\_\_\_ (number)

Brand new positions? F5A2 \_\_\_\_\_ (number)

Average hourly rate? F5B \$ \_\_\_\_\_

Education required? F5C      N      HS      C      AS      BA      G

Skills needed? F5D \_\_\_\_\_

F5E \_\_\_\_\_

F5F \_\_\_\_\_

**SECTION G. COMPUTER SKILLS TRAINING**

Computer technology is changing today's workplace. Please assist me in understanding your computer work environment and what training needs you may have in computers.

G-0. Do you use computers in your business?

1	Yes ( <b>CONTINUE</b> )
2	No ( <b>GO TO G-11</b> )

G-1. Are you running a Windows 95, 98, 2000, or XP operating system? (CIRCLE WHICH) G1A

1	Yes → Do you need training for your current employees on this system?					
G1B	<table border="1"> <tr> <td>1</td> <td>Yes → How many employees need training? G1BB # _____</td> </tr> <tr> <td>2</td> <td>No</td> </tr> </table>	1	Yes → How many employees need training? G1BB # _____	2	No	
1	Yes → How many employees need training? G1BB # _____					
2	No					
2	No → What is your operating system? G1C _____					
3	Don't know					

G-2. Do you use Microsoft Office Suite for word processing, spreadsheet, database and presentation software?

1	Yes → Do you need training for your current employees on this system?					
G2A	<table border="1"> <tr> <td>1</td> <td>Yes → How many employees need training? G2B # _____</td> </tr> <tr> <td>2</td> <td>No</td> </tr> </table>	1	Yes → How many employees need training? G2B # _____	2	No	
1	Yes → How many employees need training? G2B # _____					
2	No					
2	No					
3	Don't know					

G-3. Is training needed on any software programs or computer programs to help your current employees become more proficient?

1	Yes → What software? → → → → → → → → → →	How many employees need training?
G3A	_____	G3AA # _____
G3B	_____	G3BB # _____
G3C	_____	G3CC # _____
2	No	
3	Don't know	

G-4. Do you currently conduct all your computer training in-house with your own employees?

1	Yes → Would you consider contracting out any training?					
G4A	<table border="1"> <tr> <td>1</td> <td>Yes → What training? G4AA _____ (<b>GO TO G-5</b>)</td> </tr> <tr> <td>2</td> <td>No → (<b>GO TO G-5</b>)</td> </tr> </table>	1	Yes → What training? G4AA _____ ( <b>GO TO G-5</b> )	2	No → ( <b>GO TO G-5</b> )	
1	Yes → What training? G4AA _____ ( <b>GO TO G-5</b> )					
2	No → ( <b>GO TO G-5</b> )					
2	No → Who do you use for your computer training? What type of training?					
	Contract out	With who? G4B _____				
		What training? G4C _____				
3	Don't know					

G-5. Do you have a network?

1	Yes → What network software? ( <b>GO TO G-6</b> ) (i.e. Windows, NT, Novell) G5A				
2	No → Are you currently planning on installing a network? G5B <table border="1" style="margin-left: 20px;"> <tr> <td>1</td> <td>Yes → What network software? (<b>GO TO G-9</b>) G5BA</td> </tr> <tr> <td>2</td> <td>No → (<b>GO TO G-9</b>)</td> </tr> </table>	1	Yes → What network software? ( <b>GO TO G-9</b> ) G5BA	2	No → ( <b>GO TO G-9</b> )
1	Yes → What network software? ( <b>GO TO G-9</b> ) G5BA				
2	No → ( <b>GO TO G-9</b> )				
3	Don't know				

Is training **Much Needed, Needed** or **Not Needed** for \_\_\_\_\_?  
IF MUCH NEEDED OR NEEDED, ASK: How many employees?

		MN	N	NN	DK	# Employees	
G-6.	Network software	B	3	2	1	4	C
G-7.	Network management	B	3	2	1	4	C
G-8.	Computer programming	B	3	2	1	4	C

G-9. Do you require computer certifications for current employees?

1	Yes → What certifications? G9A _____ G9B _____ G9C _____
2	No
3	Don't know

G-10. Will you require computer certifications in the future for current employees or new hires?

1	Current employees → → →	What certifications? G10A
2	New hires → → → → → →	
3	Both → → → → → → → →	
4	No	

G-11. Do you have a Web site?

1	Yes → Do you need training for your current employees on Web administration or Web design? G11A <table border="1" style="margin-left: 20px;"> <tr> <td>1</td> <td>Yes → How many employees need training? G11B # _____</td> </tr> <tr> <td>2</td> <td>No</td> </tr> <tr> <td>3</td> <td>Don't know</td> </tr> </table>	1	Yes → How many employees need training? G11B # _____	2	No	3	Don't know
1	Yes → How many employees need training? G11B # _____						
2	No						
3	Don't know						
2	No						

**SECTION H.**

H-1. In the last two years, have you hired a graduate of West Virginia Northern Community College?  
 If yes, how would you evaluate their success on the job – **Excellent, Good, Average, Fair or Poor?**  
 Please rate them on the following characteristics:

Graduate							
1	Yes → How would you evaluate their success on the job – <b>Excellent, Good, Average, Fair or Poor?</b> (READ & ROTATE)						
	<b>EX</b>	<b>GD</b>	<b>AV</b>	<b>FR</b>	<b>PR</b>	<b>DK</b>	
	5	4	3	2	1	6	
				↓	↓		
	→ If Fair or Poor, ASK <b>Why?</b>						
	→ Please rate them on the following characteristics:						
	<b>EX</b>	<b>GD</b>	<b>AV</b>	<b>FR</b>	<b>PR</b>	<b>DK</b>	
	H1B Writing skills	5	4	3	2	1	6
	H1C Reading skills	5	4	3	2	1	6
	H1D Speaking skills	5	4	3	2	1	6
	H1E Math skills	5	4	3	2	1	6
	H1F Computer skills	5	4	3	2	1	6
H1G Problem solving skills	5	4	3	2	1	6	
H1H Organizational skills	5	4	3	2	1	6	
H1I Teamwork	5	4	3	2	1	6	
H1J Communication	5	4	3	2	1	6	
H1K Skills related to major	5	4	3	2	1	6	
2	No						
3	Don't know						

H-2. Do you have employees taking college-level classes at college campuses in your area?

1	Yes → <b>(CONTINUE)</b>
2	No → <b>(GO TO H-8)</b>
3	Don't know → <b>(GO TO H-8)</b>

IF YES: Please tell me where the employees are enrolled and about how many?

Are any of them taking classes online (via Internet)?

		Number	Via Internet
		A	B
H3	_____	_____	1
H4	_____	_____	1
H5	_____	_____	1
H6	_____	_____	1
H7	_____	_____	1

H-8. Do you offer any tuition reimbursement?

1	Yes → <b>CONTINUE</b>
2	No → <b>GO TO H-9</b>

Can the reimbursement be used for \_\_\_\_\_?

		Yes	No	DK
H8A	Credit classes	1	2	3
H8B	Continuing education	1	2	3
H8C	CEU's (continuing education units)	1	2	3

H8D. Do as many employees take advantage of it as they should?

H8D	1	Yes
	2	No → <b>Why not?</b> H8D1 <b>→ How could we assist your employees and get them to take advantage of the program?</b> H8D2

H8E. Do you pay the reimbursement up front or upon successful completion of the class?

H8E	1	Upon completion — Describe parameters for successful completion (Examples: perfect attendance, grade to consider successful completion) H8E1 _____
	2	Up front
	3	Other → What? H8E2 _____

H8F. Can the reimbursement be used for \_\_\_\_\_?

		Yes	No	DK
H8F1	Tuition	1	2	3
H8F2	Fees	1	2	3
H8F3	Books	1	2	3
H8F4	Online courses	1	2	3

H-9. Do you require any of your employees to participate in continuing education or CEU's as a job requirement?

1	Yes → <b>What areas?</b> H9A
2	No

H-10. How much do you spend each year on employee training to outside vendors or sending employees to training?

H10 \$ \_\_\_\_\_

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**SECTION I. BUSINESS INFORMATION**

Now we're almost finished with the survey. Your answers to this section will be strictly confidential.

I-1. Is your business a sole proprietorship, partnership or a corporation?

1	Sole proprietorship
2	Partnership
3	Corporation ASK: Are you privately owned or publicly held? I1A      1      Private 2      Public
4	Government
5	Nonprofit

I-2. Your current number of **full-time** employees is?

I2 Number: \_\_\_\_\_

I-3. Your current number of **part-time** employees is?

I3 Number: \_\_\_\_\_

I-4. Do you plan on increasing or decreasing your full-time or part-time employees in the next year? (NUMBER OF EMPLOYEES)

I4A Full time: + — \_\_\_\_\_

I4B Part time: + — \_\_\_\_\_

I-5. How long has your business been in operation?

I5 Years: \_\_\_\_\_

I-6. Of your total employees, what percent have ...

... college degrees (two-year or four-year)? (percent)

I6A Percent: \_\_\_\_\_

... of those remaining, what percent have high school diplomas or are GED graduates?

I6B Percent: \_\_\_\_\_

... what percent are non-high school graduates?

I6C Percent: \_\_\_\_\_

TOTAL = 100%

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Thank you for your time and help. A summary copy of the survey results will be available in the Spring of 2005. Would you like a copy of the results sent to you?

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1	YES (Verify name and address on front of survey)
2	NO

**INTERVIEWER NAME:**

**DATE:**
