

## Conduct of Study

This report presents and summarizes the findings of a survey of businesses in the Thief River Falls and East Grand Forks, Minnesota, areas. The objectives of the study were to measure top-of-mind awareness of Northland Community and Technical College, evaluate awareness of the college's recent merger and liberal arts program, and gauge the business community's needs regarding higher education in the area. Northland Community and Technical College sponsored the survey and designed the questionnaire collaboratively with DH Research.

A two-part data collection process was used for this survey in order to obtain as many participants as possible. The first phase involved the distribution of the questionnaire by two local Chambers of Commerce. On April 12, 2004, the Thief River Falls Chamber of Commerce sent a copy of the survey instrument to its members electronically with instructions to mail or fax the completed questionnaire to DH Research. The instrument was also sent out on May 3, 2004, to members of the Grand Forks, North Dakota, Chamber of Commerce with their monthly newsletter. These members were also asked to either mail or fax their completed questionnaire to DH Research. The second phase of the data collection process involved telephone interviews with businesses in East Grand Forks, Grand Forks, and Thief River Falls. Contact via telephone was attempted beginning April 26, 2004 and commencing on May 10, 2004. Between both methods of data collection, a total of 136 completed questionnaires were obtained. Thirty-one of these were with businesses in the Thief River Falls area and 105 were with businesses in the East Grand Forks area.

A mandatory training session was held for interviewers and others working on the project before the interviews began. All interviewing sessions were supervised and periodic inspections of each interviewer's forms were made in order to identify errors and omissions – a practice that ensures early resolution of any problems in the interviewing process. All data was double entered and then compared for discrepancies.

The overall margin of error for this study was  $\pm 8.15\%$ .

A copy of the questionnaire used for this survey is located in the Appendix.

## Survey Overview

- ❖ When they thought of technical or community colleges in their area, respondents were most likely to first think of specialized training or specific courses.
- ❖ Northland Community and Technical College was the first name that came to most respondents' minds when they thought of technical or community college in their area.
- ❖ A high school diploma was the type of educational background most commonly needed by employees of responding businesses.
- ❖ The areas of training or education typically required in surveyed businesses were trade programs, business degrees, and technology degrees.
- ❖ Overall, respondents *would prefer that employees experience a learning environment that includes hands-on experience in addition to class lectures* and feel it is somewhat important for employees to be able to attend training and education classes while maintaining a job.
- ❖ Businesses were neutral concerning the statements *I prefer to hire individuals who have received a technical education in our specific field of expertise* and *the majority of my employees have on-the-job training and require little to no outside training*.
- ❖ Respondents did not *prefer to hire individuals who have a bachelor's degree*.
- ❖ Three-fourths of the businesses encouraged their employees to enroll in further training or education.
  - Half of the businesses had employees enrolled in further training or education.
- ❖ Over half of the businesses reported they currently offer tuition reimbursement for further training or education to update employment skills.
  - Among those who offered tuition reimbursement, more than one-third said over half of their employees took advantage of it.
- ❖ Nearly all of the businesses were aware of Northland Community and Technical College's campuses in both East Grand Forks and Thief River Falls.
- ❖ Almost two-thirds of those responding knew Northland Community and Technical College offered a liberal arts program.
- ❖ Overall, businesses felt it was very important to their communities that *Northland Community and Technical College offers programs that a person can attain by attending class during the evening or on weekends*.
- ❖ Virtually all of the businesses believed Northland Community and Technical College strengthens the workforce of their area.

- ❖ About one-third of the respondents believed less than 40% of Northland Community and Technical College graduates stay and work in the area.
- ❖ More than half of the respondents knew there was an office at Northland Community and Technical College that could assist in getting job postings to students and graduates.
  - Among those who were aware of the office, more than one-third had used the services.
  - Those who had used the services were satisfied with the results.
- ❖ Half of the respondents thought their business would benefit from receiving information from Northland Community and Technical College concerning careers, programs, and course schedules.
  - Among those who felt they would benefit from the information, most would prefer to receive the information via mail.
- ❖ Over two-thirds of the respondents had seen, read, or heard something related to Northland Community and Technical College in the past year.
  - A newspaper was the most common place to have seen, read, or heard something.
- ❖ According to respondents, newspapers are the most important media, followed by radio and local television.

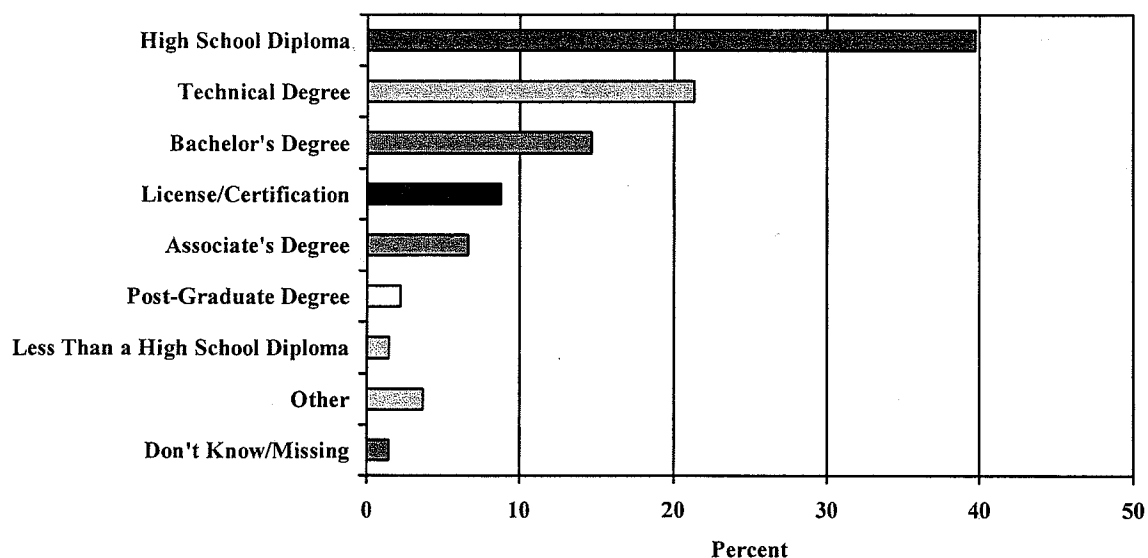
## Executive Summary

When they thought of technical or community colleges in their area, respondents were most likely to first think of specialized training (15%) or specific courses (13%). Northland Community and Technical College was mentioned by 8% of the respondents as the first thing that came to mind and another 5% said Northwest Technical College or AVTI was what they thought of first. Other responses varied greatly and can be found in Table 1 of the Detailed Findings section. (Table 1)

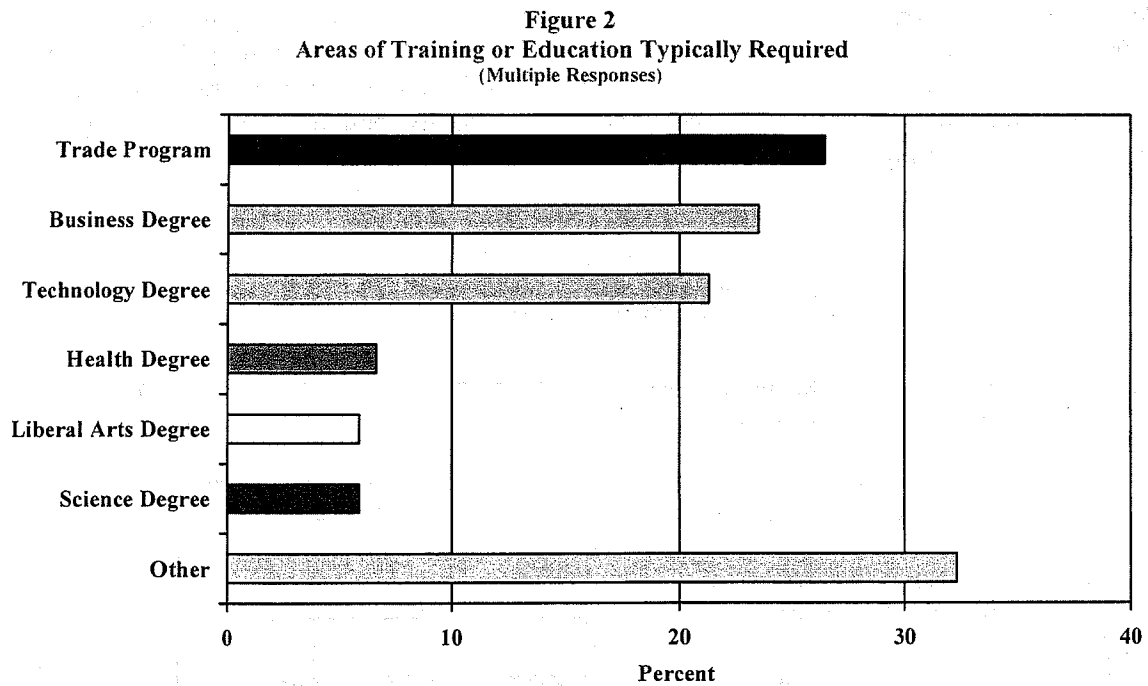
Overall, seventy-one percent of those responding indicated that Northland Community and Technical College was the first name that came to mind when they thought of technical or community colleges in their area. Northwest Technical College and AVTI were reported by an additional 14% of the businesses. For a complete listing of responses, refer to Table 2 of the Detailed Findings section. Respondents from Thief River Falls were more likely than those from East Grand Forks to say that Northland Community and Technical College was the first name that came to mind. Those from East Grand Forks were more apt than those from Thief River Falls to report Northwest Technical College or AVTI was the first name to come to mind. (Table 2)

Forty percent of the responding businesses indicated a high school diploma was the type of educational background most commonly needed by their employees. A technical degree (21%) was the second most commonly needed, followed by a bachelor's degree (15%), a license or certificate (9%), an associate's degree (7%), and a post-graduate degree (2%). Two respondents (1%) said less than a high school diploma was needed most frequently by their employees and 4% said another type of background was needed. One percent of those responding didn't know what type of educational background was most commonly needed or chose not to respond to the question. (Figure 1, Table 3)

Figure 1  
Type of Educational Background Most Commonly Needed

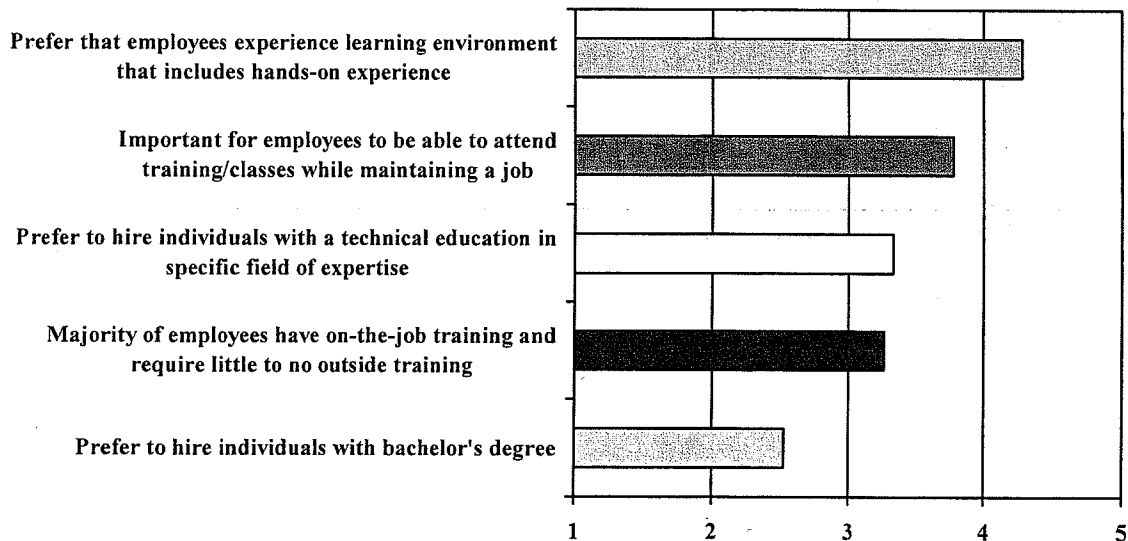


The areas of training or education typically required in surveyed businesses were trade programs (26%), business degrees (24%), and technology degrees (21%). Additional areas mentioned included health degrees (7%), liberal arts degrees (6%), science degrees (6%), and various others (32%). Trade programs were more frequently listed by East Grand Forks businesses as being required in their business. (Figure 2, Table 4)



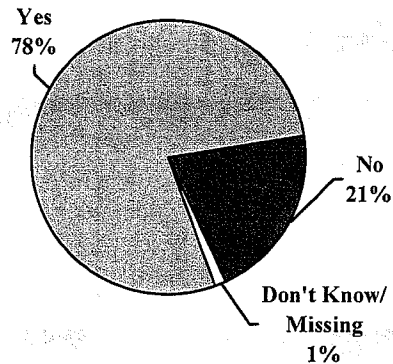
Overall, respondents agreed with the statement *I would prefer that my employees experience a learning environment that includes hands-on experience in addition to class lectures*, assigning it a mean rating of 4.28 on a scale of one, strongly disagree, to five, strongly agree. They somewhat agreed that *it is important for my employees to be able to attend training and education classes while maintaining a job* (3.78) and were fairly neutral concerning the statements *I prefer to hire individuals who have received a technical education in our specific field of expertise* (3.33) and *the majority of my employees have on-the-job training and require little to no outside training* (3.27). Respondents indicated that, as a group, they do not prefer to hire individuals who have a bachelor's (or equivalent) degree (2.53). Employees being able to attend training and education classes while maintaining a job and I prefer to hire individuals who have a technical education in our specified field of expertise both received slightly higher average agreement ratings from Thief River Falls businesses. (Figure 3; Tables 5-10)

**Figure 3**  
**Mean Rating: Level of Agreement**  
 (1=Strongly Disagree, 5=Strongly Agree)



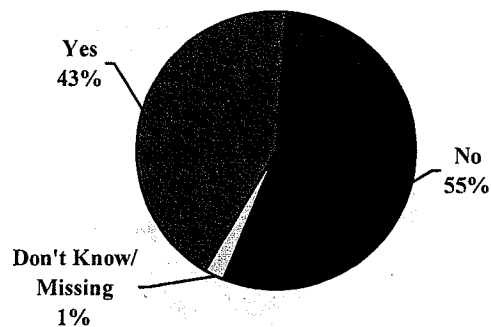
Three-fourths (78%) of the businesses encouraged their employees to enroll in further training or education, while 21% did not. Two respondents (1%) did not know if they encouraged it or chose not to respond to the question. Thief River Falls businesses were more likely than those from East Grand Forks to encourage further training or education. (Figure 4; Table 11)

**Figure 4**  
**Encourage Employees to Enroll in Further Training or Education?**

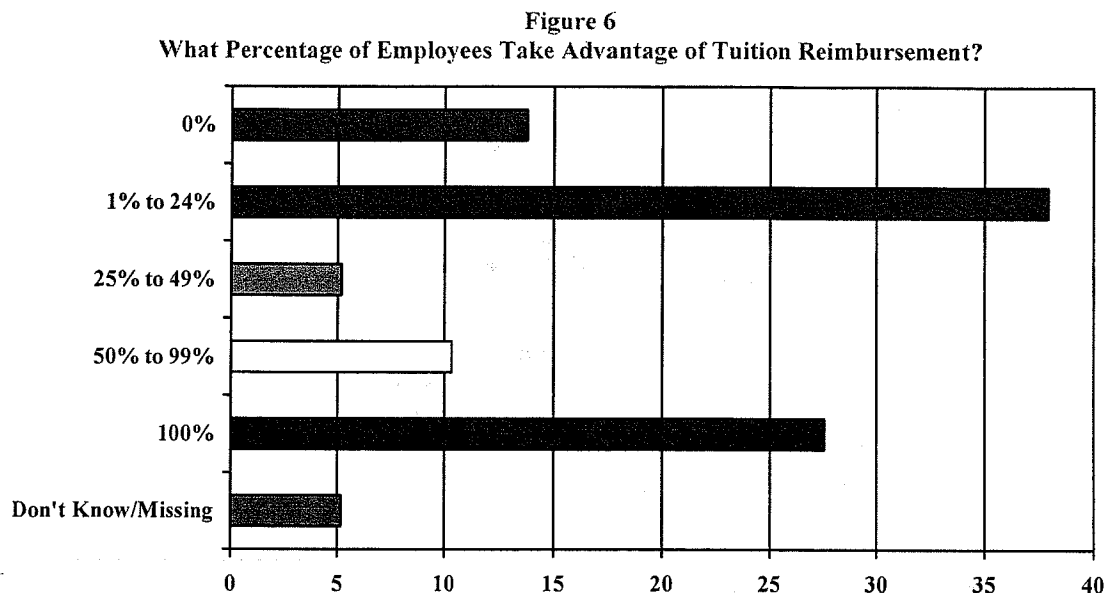


Just over half (55%) of the businesses reported they currently do not offer tuition reimbursement for further training or education to update employment skills. Forty-three percent indicated they do and 2% either didn't know or did not provide an answer. Thief River Falls businesses were somewhat more likely than East Grand Forks businesses to offer tuition reimbursement. (Figure 5; Table 12)

**Figure 5**  
**Offer Tuition Reimbursement for Further Training or Education?**

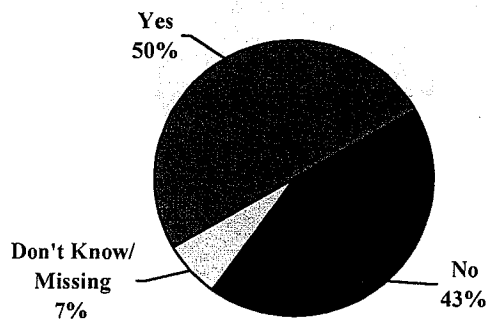


Among those who indicated they offer tuition reimbursement, 14% said that none of their employees take advantage of it, 38% reported that less than one-fourth take advantage of it, and 5% said 25% to 49% of their employees use it. Another 10% of the businesses indicated that more than half of their employees took advantage of their tuition reimbursement and 28% said all of their employees used it. (Figure 6; Table 13)



Fifty percent of the respondents said employees of their company were enrolled in further training or education. A similar number (43%) indicated that their company did not have any employees enrolled in further training or education and 7% did not know or chose not to answer. (Figure 7; Table 14)

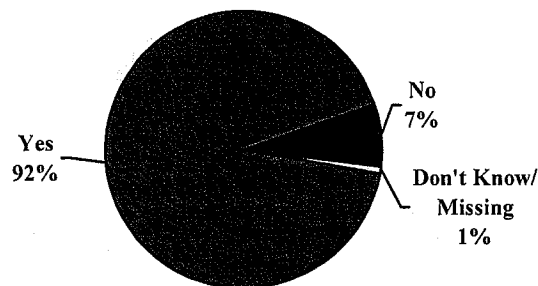
**Figure 7**  
**Any Employees Enrolled in Further Training or Education?**





Nearly all (92%) of the businesses were aware of Northland Community and Technical College's campuses in both East Grand Forks and Thief River Falls. Seven percent indicated they did not know of both campuses and 1% didn't know or did not respond. Thief River Falls businesses were slightly more apt than East Grand Forks businesses to be aware of the two campuses. (Figure 8; Table 15)

**Figure 8**  
**Aware Northland Community and Technical College Has**  
**Campuses in Both East Grand Forks and Thief River Falls?**



Fifteen percent of those responding said location was the best attribute of Northland Community and Technical College. Other responses included excellent customized training (7%), small classes (5%), and a multitude of other characteristics. One-fourth (24%) of the respondents did not name what they felt to be the best attribute of the college. For a complete listing of responses, refer to Table 16 of the Detailed Findings section. (Table 16)

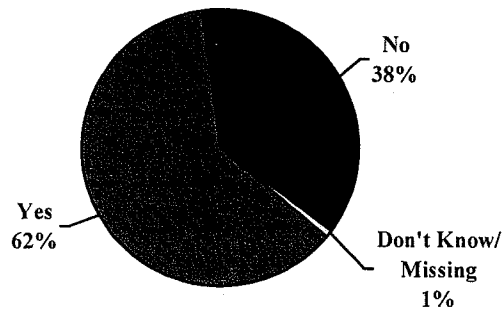
More than half (58%) of the respondents were not able or were unwilling to identify the greatest improvement Northland Community and Technical College could make. Suggestions included expand programs (10%), advertise more (4%), and issues related to class scheduling (4%). A complete listing of responses is located in Table 17 of the Detailed Findings section. (Table 17)

Many (63%) responding businesses weren't able to name any programs they believed should be offered in their community that weren't already. Among those that did identify programs, their responses varied greatly. Table 18 of the Detailed Findings section contains a listing of all responses. (Table 18)

One-third (33%) of those responding weren't able to indicate what they would change about the educational background of applicants to their company. Thirteen percent reported they would like applicants to have more education and 8% said they would prefer they have experience or more experience. For a list of all of the other varied responses, see Table 19 of the Detailed Findings section. (Table 19)

More than half (62%) of those responding said they knew that Northland Community and Technical College offers a liberal arts program that includes the first two years of most degrees and is designed for transfer to a four-year university. Thirty-eight percent were not aware of the program being offered and one respondent (1%) didn't know or chose not to respond. Businesses from Thief River Falls were more likely than those from East Grand Forks to be aware of it. (Figure 9; Table 20)

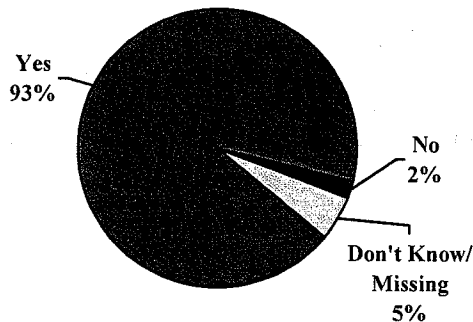
**Figure 9**  
Aware Northland Community and Technical College Offers Liberal Arts Program?



Overall, businesses felt it was very important to their communities that *Northland Community and Technical College offers programs that a person can attain by attending class during the evening or on weekends*. Using a scale of one to five, with one being not at all important and five being very important, respondents assigned the statement an average importance rating of 4.61. (Table 21)

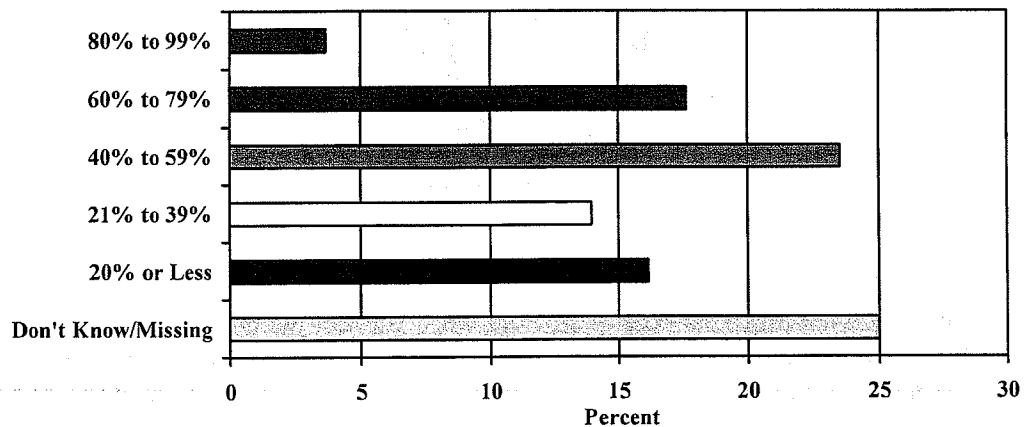
Virtually all (93%) of the businesses believed that Northland Community and Technical College strengthens the workforce of the area by offering training and secondary education. Only three respondents (2%) felt the workforce was not strengthened by the college and 5% didn't know or chose not to respond. (Figure 10; Table 22)

**Figure 10**  
Believe Northland Community and Technical College Strengthens Workforce of Area?



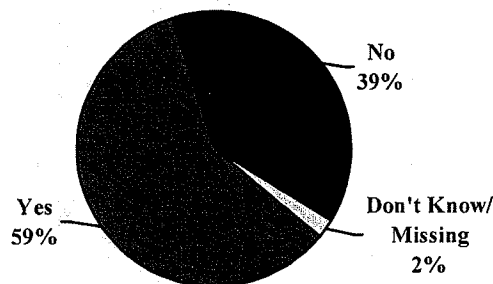
Nearly one-third of the respondents believed less than 40% of Northland Community and Technical College graduates stay and work in the area, with 16% reporting 20% or less stayed and 14% saying 21% to 39% stayed. Another quarter (24%) of the respondents felt 40% to 59% of the graduates remained in the area, 18% thought 60% to 79% stayed, and 4% indicated that 80% to 99% of Northland Community and Technical College graduates stayed and worked in the area. One-fourth (25%) reported they didn't know or chose not to provide a response. (Figure 11; Table 23)

**Figure 11**  
Percentage of Northland Community and Technical College  
Graduates You Believe Stay and Work in Area?



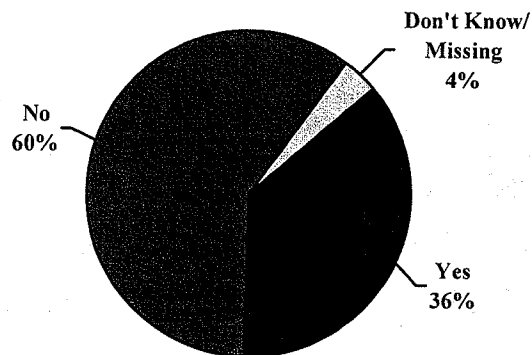
More than half (59%) of the respondents knew that there was an office at Northland Community and Technical College that could assist them with getting their companies' job postings to students and graduates. Thirty-nine percent of the respondents reported they were not aware of the office and 2% indicated they weren't sure or did not respond. Thief River Falls businesses were somewhat more apt than those from East Grand Forks to be aware of the office. (Figure 12; Table 24)

**Figure 12**  
Aware of Office at Northland Community and Technical College  
That Assists in Getting Job Postings to Their Students and Graduates?



Among those who had heard of the placement office at Northland Community and Technical College, more than one-third (36%) reported using the services it offers. Sixty percent of those who knew of the office had not used any of its services and 4% weren't sure or did not answer. (Figure 13; Table 25)

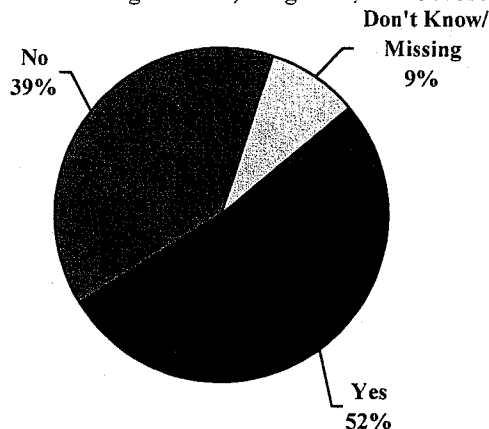
**Figure 13**  
**Ever Used Services of Office at Northland Community and Technical College that Posts Job Openings?**



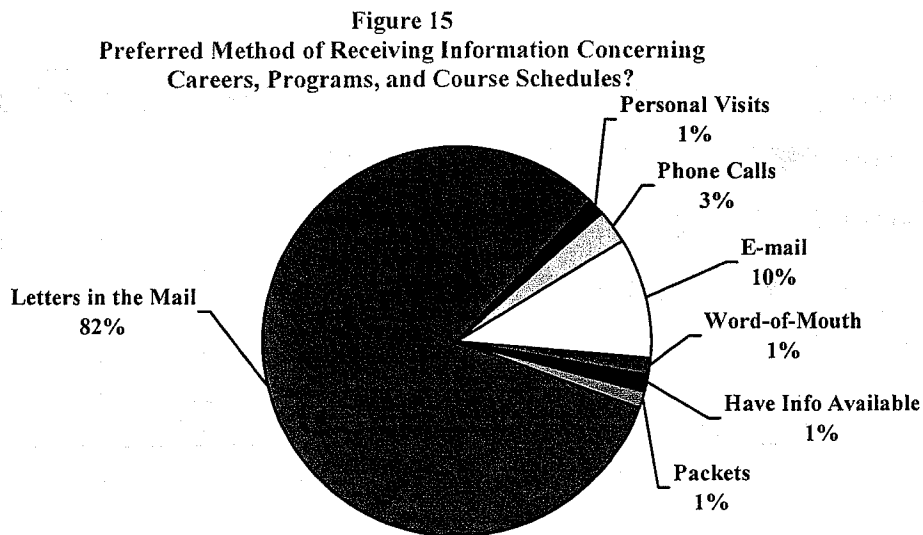
Those who had used the placement office services were satisfied with the results so far. Overall, they gave the services they had received an average satisfaction rating of 3.79 on a scale of one to five, with one being not at all satisfied and five being very satisfied. (Table 26)

Half (52%) of the respondents thought their business would benefit from receiving information from Northland Community and Technical College concerning careers, programs, and course schedules and 39% reported their business would not benefit. Nine percent of those responding were not sure if their company would benefit or chose not to respond to the question. Thief River Falls businesses were more likely to feel they would benefit from the information than were East Grand Forks businesses. (Figure 14; Table 27)

**Figure 14**  
**Would Business Benefit in Receiving Information from Northland Community and Technical College Concerning Careers, Programs, and Course Schedules?**

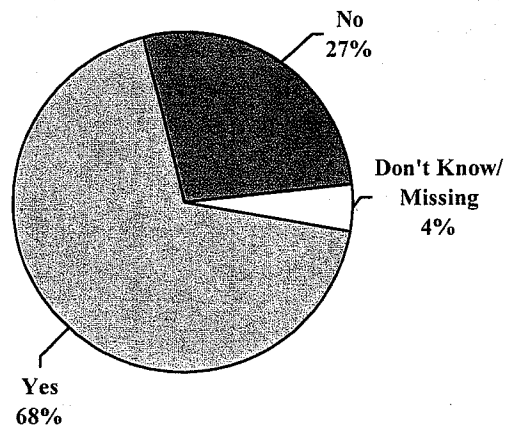


Among those who felt their business would benefit from receiving information from Northland Community and Technical College concerning careers, programs, and course schedules, a majority (82%) indicated they would prefer to receive the information via letters in the mail. Other means of receiving the information that respondents mentioned included e-mail (10%), phone calls (3%), having the information available when they need it (1%), packets (1%), personal visits (1%), and word-of-mouth (1%). (Figure 15; Table 28)



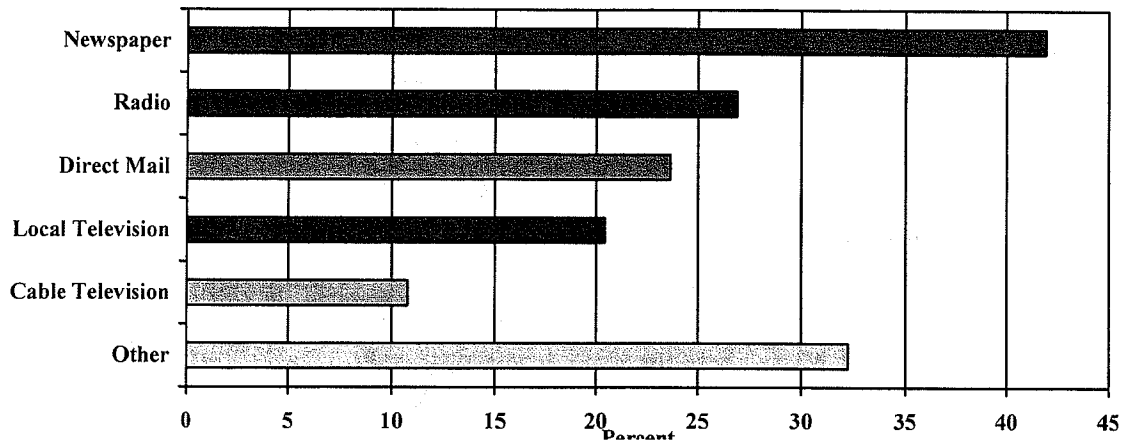
Over two-thirds (68%) of the respondents had seen, read, or heard something related to Northland Community and Technical College in the past year. One-fourth (27%) had not and 4% weren't sure or chose not to provide an answer. Thief River Falls respondents were more apt than East Grand Forks respondents to have seen, read, or heard something. (Figure 16; Table 29)

**Figure 16**  
**Seen, Read, or Heard Anything Related to Northland  
Community and Technical College in Past Year?**



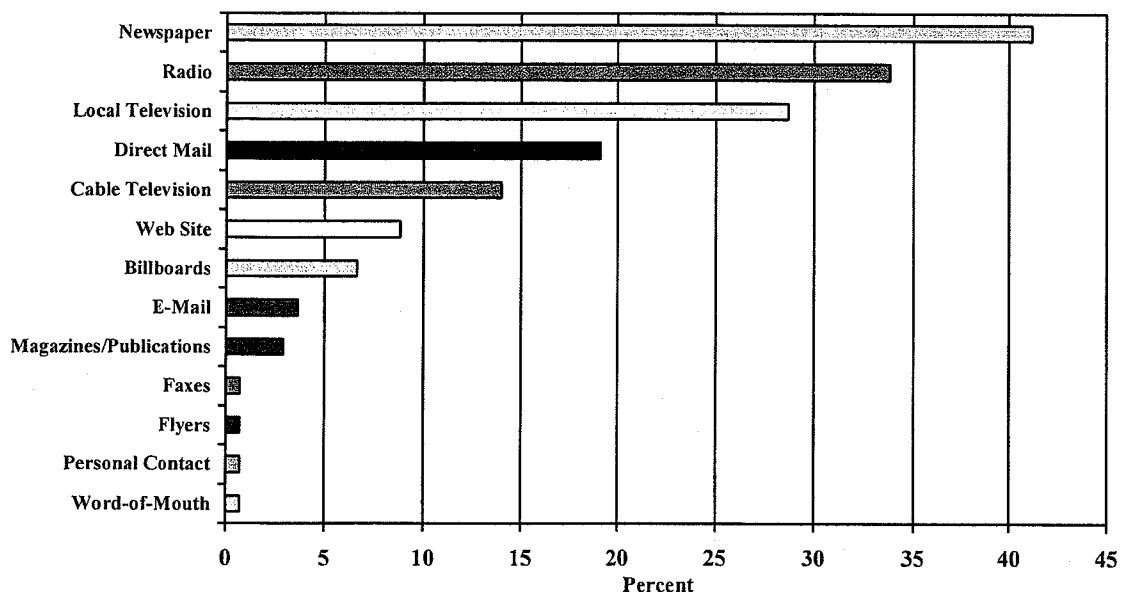
Among the respondents who had seen, read, or heard something related to Northland Community and Technical College in the last year, 42% had read something in a newspaper, 27% had heard something on the radio, 24% had read a direct mail piece, and almost one-third had seen something on either a local (20%) or cable (11%) television station. Thirty-two percent reported they had seen, read, or heard something somewhere else. (Figure 17; Table 30)

**Figure 17**  
**Where Did You See, Read, or Hear It?**  
(Multiple Responses)



According to forty-one percent of the respondents, newspapers were the most important or effective media, followed by radio (34%) and local television (29%). Direct mail (19%) and cable television (14%) were also mentioned. Medias less frequently suggested by respondents included web sites (9%), billboards (7%), e-mail (4%), magazines/publications (3%), faxes (1%), flyers (1%), personal contact (1%), and word-of-mouth (1%). (Figure 18; Table 31)

**Figure 18**  
**Most Important or Effective Media**



**Table 1**  
**When You Think of Technical or Community Colleges in Your Area,**  
**What is the First Thing That Comes to Mind?**

**Respondents from Thief River Falls:**

- 4-Local collegiate education
- 4-Northland Community and Technical College
- 3-Training for a specific skill
- 2-College
- 2-General education first two years
- 2-Specific courses
- 2-Trades
- 2-Vocational
  - East Grand Tech
  - Easy
  - Good programs in less time
  - Helps the community
  - Kent (auto body)
  - My employees have gone there
  - Orley Gunderson
  - Thief River Falls
- 2-Don't know/Missing

**Respondents from East Grand Forks:**

- 18-Specialized training
- 16-Specific courses
- 10-Trade school
- 8-Good school
- 7-Northland Community and Technical College
- 6-Tech college
- 6-Two-year program
- 4-Northwest Technical
- 4-Vo-tech school
- 3-AVTI
- 3-East Grand Forks
- 2-Need more tech schools
- 2-Technical school is best training on the job
  - Blue collar jobs
  - Family member that works at one
  - Good reputation
  - Lake Region in Devils Lake
  - Less academic course of study
  - Location
  - Lost its focus
  - Older students
  - Park University, Grand Forks Air Force Base
  - Thief River Falls
  - UND
  - Wahpeton School of Science: Construction Estimating
- 4-Don't know/Missing

**Table 2**  
**When You Think of Technical or Community Colleges in Your Area,**  
**What is the First Name That Comes to Mind?**

**Respondents from Thief River Falls:**

29-Northland Community and Technical College  
Orley Gunderson  
Thief River Falls

**Respondents from East Grand Forks:**

68-Northland Community and Technical College  
15-Northwest  
4-AVTI  
4-East Grand Forks  
3-Wahpeton School of Science  
2-Lake Region Junior College  
2-UND  
Dale Neppel  
Park University, Grand Forks Air Force Base  
St. Cloud Technical College  
Technical  
University of Minnesota-Crookston  
2-Don't know/Missing



**Table 3**  
**What Type of Educational Background is Most Commonly Needed by**  
**Employees of Your Company?**

	Less Than a High School Diploma		High School Diploma		License/ Certifi- cate		Technical Degree		Associate Degree		Bachelor Degree		Post- Graduate Degree		Other		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	2	1.47	54	39.71	12	8.82	29	21.32	9	6.62	20	14.71	3	2.21	5	3.68	2	1.47
Thief River Falls	.	.	11	35.48	3	9.68	8	25.81	2	6.45	3	9.68	.	.	2	6.45	2	6.45
East Grand Forks	2	1.90	43	40.95	9	8.57	21	20.00	7	6.67	17	16.19	3	2.86	3	2.86	.	.
Full-Time Employees																		
Less than 10 Employees	1	1.54	21	32.31	7	10.77	16	24.62	6	9.23	8	12.31	2	3.08	3	4.62	1	1.54
10 to 49 Employees	1	2.13	22	46.81	2	4.26	9	19.15	.	.	9	19.15	1	2.13	2	4.26	1	2.13
50 to 99 Employees	.	.	4	40.00	1	10.00	2	20.00	2	20.00	1	10.00	.	.	.	.	.	.
100+ Employees	.	.	5	45.45	2	18.18	2	18.18	1	9.09	1	9.09	.	.	.	.	.	.
Don't Know/Missing	.	.	2	66.67	.	.	.	.	.	.	1	33.33	.	.	.	.	.	.
Field/Area of Expertise																		
Financial Services	.	.	3	20.00	1	6.67	1	6.67	4	26.67	6	40.00	.	.	.	.	.	.
Business to Business	.	.	10	52.63	2	10.53	2	10.53	1	5.26	3	15.79	1	5.26	.	.	.	.
Services	.	.	3	75.00	1	25.00	.	.	.	.	.	.	.	.	.	.	.	.
Construction	.	.	5	41.67	2	16.67	2	16.67	.	.	2	16.67	1	8.33	.	.	.	.
Healthcare	.	.	.	.	.	.	2	66.67	.	.	.	.	.	.	1	33.33	.	.
Computers/Technology	.	.	17	45.95	.	.	13	35.14	3	8.11	2	5.41	.	.	1	2.70	1	2.70
Retail Services	.	.	3	60.00	.	.	1	20.00	.	.	.	.	.	.	.	.	.	.
Food Services	1	20.00	3	60.00	.	.	1	20.00	.	.	.	.	.	.	.	.	.	.
Real Estate	.	.	.	.	1	33.33	.	.	.	.	2	66.67	.	.	.	.	.	.
Wholesale	1	25.00	2	50.00	1	25.00	.	.	.	.	.	.	.	.	.	.	.	.
Manufacturing	.	.	2	50.00	2	50.00	.	.	.	.	.	.	.	.	.	.	.	.
Other	.	.	7	25.93	2	7.41	8	29.63	1	3.70	5	18.52	1	3.70	2	7.41	1	3.70
Don't Know/Missing	.	.	2	66.67	.	.	.	.	.	.	.	.	.	.	1	33.33	.	.
County of Business																		
Grand Forks	1	1.08	39	41.94	6	6.45	19	20.43	7	7.53	16	17.20	3	3.23	2	2.15	.	.
Pennington	.	.	11	35.48	3	9.68	8	25.81	2	6.45	3	9.68	.	.	2	6.45	2	6.45
Polk	1	9.09	4	36.36	2	18.18	2	18.18	.	.	1	9.09	.	.	1	9.09	.	.
Towner	.	.	.	.	1	100.0	.	.	.	.	.	.	.	.	.	.	.	.

**Others:**

**Respondents from Thief River Falls:**

Music background  
Early childhood

**Respondents from East Grand Forks:**

2-Varies for each job  
Some college

**Table 4**  
**Typically, What Areas of Training or Education are Required in Your Business?**  
(Multiple Responses)

	Technology degrees		Business degrees		Health degrees		Trade programs		Liberal Arts degrees		Science degrees		Other	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	29	21.32	32	23.53	9	6.62	36	26.47	8	5.88	8	5.88	44	32.35
Thief River Falls	8	25.81	5	16.13	3	9.68	4	12.90	.	.	3	9.68	12	38.71
East Grand Forks	21	20.00	27	25.71	6	5.71	32	30.48	8	7.62	5	4.76	32	30.48
Full-Time Employees														
Less than 10 Employees	11	16.92	14	21.54	2	3.08	15	23.08	.	.	2	3.08	26	40.00
10 to 49 Employees	12	25.53	12	25.53	4	8.51	11	23.40	5	10.64	4	8.51	13	27.66
50 to 99 Employees	2	20.00	4	40.00	.	.	4	40.00	1	10.00	.	.	1	10.00
100+ Employees	4	36.36	2	18.18	3	27.27	4	36.36	2	18.18	2	18.18	3	27.27
Don't Know/Missing	.	.	.	.	.	.	2	66.67	.	.	.	.	1	33.33
Field/Area of Expertise														
Financial Services	3	20.00	8	53.33	.	.	1	6.67	.	.	1	6.67	4	26.67
Business to Business Services	5	26.32	11	57.89	.	.	1	5.26	1	5.26	1	5.26	6	31.58
Construction	1	25.00	1	25.00	.	.	4	100.00	.	.	.	.	.	.
Healthcare	.	.	.	.	5	41.67	.	.	1	8.33	3	25.00	5	41.67
Computers/Technology	1	33.33	.	.	.	.	1	33.33	.	.	.	.	1	33.33
Retail Services	9	24.32	5	13.51	1	2.70	13	35.14	3	8.11	1	2.70	13	35.14
Food Services	1	20.00	1	20.00	.	.	2	40.00	.	.	.	.	3	60.00
Real Estate	.	.	2	66.67	.	.	.	.	.	.	.	.	1	33.33
Wholesale	.	.	1	25.00	.	.	1	25.00	.	.	.	.	2	50.00
Manufacturing	1	25.00	.	.	.	.	3	75.00	.	.	1	25.00	1	25.00
Other	8	29.63	3	11.11	2	7.41	9	33.33	3	11.11	1	3.70	7	25.93
Don't Know/Missing	.	.	.	.	1	33.33	1	33.33	.	.	.	.	1	33.33
County of Business														
Grand Forks	20	21.51	23	24.73	6	6.45	28	30.11	8	8.60	5	5.38	26	27.96
Pennington	8	25.81	5	16.13	3	9.68	4	12.90	.	.	3	9.68	12	38.71
Polk	1	9.09	3	27.27	.	.	4	36.36	.	.	.	.	6	54.55
Towner	.	.	1	100.00	.	.	.	.	.	.	.	.	.	.

**Others:**

**Respondents from Thief River Falls:**

4-Retail experience  
2-Skills training  
Computer skills  
CPR and First Aid  
Customer service  
High school  
Knowledge of music  
No degree needed

**Respondents from East Grand Forks:**

8-None  
6-High school diploma  
5-On-the-job training  
3-Retail experience  
2-Varying bachelor's degrees  
Administrative  
Bartending and serving  
Graphic arts  
License  
Many different positions  
People skills  
Social services  
Valid CDL License

**Table 5**  
**Mean Rating: Level of Agreement**  
**(1=Strongly Disagree, 5=Strongly Agree)**

	N	Mean Rating
I would prefer that my employees experience a learning environment that includes hands-on experience in addition to class lectures	135	4.28
It is important for employees to be able to attend training and education classes while maintaining a job	135	3.78
I prefer to hire individuals who have a technical education in specific field of expertise	135	3.33
The majority of my employees have on-the-job training and require little to no outside training	135	3.27
I prefer to hire individuals who have a bachelor's (or equivalent) degree	135	2.53

**Table 6**  
**Mean Rating: Level of Agreement**  
*I Would Prefer That My Employees Experience a Learning Environment That Includes*  
*Hands-On Experience in Addition to Class Lecture*  
 (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	135	4.28
Thief River Falls	30	4.27
East Grand Forks	105	4.29
Full-Time Employees		
Less than 10 Employees	64	4.33
10 to 49 Employees	47	4.11
50 to 99 Employees	10	4.50
100+ Employees	11	4.45
Don't Know/Missing	3	4.67
Field/Area of Expertise		
Financial Services	15	4.07
Business to Business Services	19	4.37
Construction	4	3.50
Healthcare	12	4.67
Computers/Technology	3	3.67
Retail Services	37	4.22
Food Services	5	3.60
Real Estate	3	4.67
Wholesale	4	4.50
Manufacturing	4	5.00
Other	26	4.38
Don't Know/Missing	3	4.33
County of Business		
Grand Forks	93	4.24
Pennington	30	4.27
Polk	11	4.73
Towner	1	4.00

**Table 7**  
**Mean Rating: Level of Agreement**  
*It Is Important For My Employees to be Able to Attend Training and*  
*Education Classes While Maintaining a Job*  
(1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	135	3.78
Thief River Falls	30	3.97
East Grand Forks	105	3.72
Full-Time Employees		
Less than 10 Employees	64	3.61
10 to 49 Employees	47	3.87
50 to 99 Employees	10	4.10
100+ Employees	11	4.27
Don't Know/Missing	3	3.00
Field/Area of Expertise		
Financial Services	15	3.73
Business to Business Services	19	4.16
Construction	4	3.50
Healthcare	12	4.08
Computers/Technology	3	3.33
Retail Services	37	3.62
Food Services	5	2.80
Real Estate	3	4.33
Wholesale	4	3.25
Manufacturing	4	3.75
Other	26	3.92
Don't Know/Missing	3	3.67
County of Business		
Grand Forks	93	3.77
Pennington	30	3.97
Polk	11	3.27
Towner	1	4.00

**Table 8**  
**Mean Rating: Level of Agreement**  
*I Prefer to Hire Individuals Who Have Received a Technical Education in*  
*Our Specific Field of Expertise*  
(1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	135	3.33
Thief River Falls	30	3.60
East Grand Forks	105	3.25
Full-Time Employees		
Less than 10 Employees	64	3.41
10 to 49 Employees	47	3.19
50 to 99 Employees	10	3.30
100+ Employees	11	3.64
Don't Know/Missing	3	2.67
Field/Area of Expertise		
Financial Services	15	2.87
Business to Business Services	19	3.37
Construction	4	4.00
Healthcare	12	3.00
Computers/Technology	3	3.67
Retail Services	37	3.51
Food Services	5	2.20
Real Estate	3	3.00
Wholesale	4	3.00
Manufacturing	4	4.25
Other	26	3.46
Don't Know/Missing	3	3.33
County of Business		
Grand Forks	93	3.24
Pennington	30	3.60
Polk	11	3.36
Towner	1	3.00

**Table 9**  
**Mean Rating: Level of Agreement**  
*The Majority of My Employees Have On-The-Job Training and*  
*Require Little to No Outside Training*  
 (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	135	3.27
Thief River Falls	30	3.20
East Grand Forks	105	3.29
Full-Time Employees		
Less than 10 Employees	64	3.33
10 to 49 Employees	47	3.30
50 to 99 Employees	10	2.90
100+ Employees	11	3.18
Don't Know/Missing	3	3.00
Field/Area of Expertise		
Financial Services	15	2.67
Business to Business Services	19	2.95
Construction	4	3.00
Healthcare	12	3.17
Computers/Technology	3	3.33
Retail Services	37	3.57
Food Services	5	4.20
Real Estate	3	3.33
Wholesale	4	3.75
Manufacturing	4	3.00
Other	26	3.31
Don't Know/Missing	3	3.00
County of Business		
Grand Forks	93	3.27
Pennington	30	3.20
Polk	11	3.45
Towner	1	3.00

**Table 10**  
**Mean Rating: Level of Agreement**  
*I Prefer to Hire Individuals Who Have a Bachelor's (or Equivalent) Degree*  
 (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	135	2.53
Thief River Falls	30	2.40
East Grand Forks	105	2.56
Full-Time Employees		
Less than 10 Employees	64	2.44
10 to 49 Employees	47	2.74
50 to 99 Employees	10	2.30
100+ Employees	11	2.64
Don't Know/Missing	3	1.33
Field/Area of Expertise		
Financial Services	15	3.07
Business to Business Services	19	3.32
Construction	4	2.25
Healthcare	12	2.50
Computers/Technology	3	2.00
Retail Services	37	2.00
Food Services	5	1.60
Real Estate	3	3.33
Wholesale	4	1.75
Manufacturing	4	1.75
Other	26	2.96
Don't Know/Missing	3	1.33
County of Business		
Grand Forks	93	2.65
Pennington	30	2.40
Polk	11	1.64
Towner	1	5.00



**Table 11**  
**Does Your Business Encourage Employees to Enroll in Further Training or Education?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	106	77.94	28	20.59	2	1.47
Thief River Falls	29	93.55	1	3.23	1	3.23
East Grand Forks	77	73.33	27	25.71	1	0.95
Full-Time Employees						
Less than 10 Employees	50	76.92	14	21.54	1	1.54
10 to 49 Employees	34	72.34	13	27.66	.	.
50 to 99 Employees	10	100.0	.	.	.	.
100+ Employees	9	81.82	1	9.09	1	9.09
Don't Know/Missing	3	100.0	.	.	.	.
Field/Area of Expertise						
Financial Services	13	86.67	2	13.33	.	.
Business to Business Services	16	84.21	2	10.53	1	5.26
Construction	2	50.00	2	50.00	.	.
Healthcare	10	83.33	2	16.67	.	.
Computers/Technology	2	66.67	1	33.33	.	.
Retail Services	25	67.57	12	32.43	.	.
Food Services	2	40.00	3	60.00	.	.
Real Estate	3	100.0	.	.	.	.
Wholesale	4	100.0	.	.	.	.
Manufacturing	4	100.0	.	.	.	.
Other	22	81.48	4	14.81	1	3.70
Don't Know/Missing	3	100.0	.	.	.	.
County of Business						
Grand Forks	68	73.12	24	25.81	1	1.08
Pennington	29	93.55	1	3.23	1	3.23
Polk	8	72.73	3	27.27	.	.
Towner	1	100.0	.	.	.	.

**Table 12**  
**Do You Currently Offer Tuition Reimbursement for Further Training or Education to Update Employment Skills?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	58	42.65	75	55.15	3	2.21
Thief River Falls	17	54.84	13	41.94	1	3.23
East Grand Forks	41	39.05	62	59.05	2	1.90
Full-Time Employees						
Less than 10 Employees	24	36.92	40	61.54	1	1.54
10 to 49 Employees	18	38.30	29	61.70	.	.
50 to 99 Employees	7	70.00	3	30.00	.	.
100+ Employees	7	63.64	3	27.27	1	9.09
Don't Know/Missing	2	66.67	.	.	1	33.33
Field/Area of Expertise						
Financial Services	6	40.00	9	60.00	.	.
Business to Business Services	10	52.63	8	42.11	1	5.26
Construction	1	25.00	3	75.00	.	.
Healthcare	5	41.67	7	58.33	.	.
Computers/Technology	1	33.33	2	66.67	.	.
Retail Services	15	40.54	22	59.46	.	.
Food Services	1	20.00	4	80.00	.	.
Real Estate	1	33.33	2	66.67	.	.
Wholesale	1	25.00	3	75.00	.	.
Manufacturing	3	75.00	1	25.00	.	.
Other	14	51.85	12	44.44	1	3.70
Don't Know/Missing	.	.	2	66.67	1	33.33
County of Business						
Grand Forks	35	37.63	56	60.22	2	2.15
Pennington	17	54.84	13	41.94	1	3.23
Polk	5	45.45	6	54.55	.	.
Towner	1	100.0	.	.	.	.

**Table 13**  
**Approximately What Percentage of Your Employees Currently Take**  
**Advantage of Your Tuition Reimbursement?**  
**(Asked Only of Those Who Offer Tuition Reimbursement to Their Employees)**

	0%		1% to 24%		25% to 49%		50% to 99%		100%		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	8	13.79	22	37.93	3	5.17	6	10.34	16	27.59	3	5.17
Thief River Falls	6	35.29	3	17.65	.	.	2	11.76	6	35.29	.	.
East Grand Forks	2	4.88	19	46.34	3	7.32	4	9.76	10	24.39	3	7.32
Full-Time Employees												
Less than 10 Employees	7	29.17	3	12.50	2	8.33	2	8.33	10	41.67	.	.
10 to 49 Employees	1	5.56	9	50.00	.	.	2	11.11	5	27.78	1	5.56
50 to 99 Employees	.	.	6	85.71	.	.	1	14.29	.	.	.	.
100+ Employees	.	.	4	57.14	.	.	1	14.29	1	14.29	1	14.29
Don't Know/Missing	.	.	.	.	1	50.00	.	.	.	.	1	50.00
Field/Area of Expertise												
Financial Services	1	16.67	1	16.67	1	16.67	1	16.67	2	33.33	.	.
Business to Business Services	3	30.00	2	20.00	1	10.00	1	10.00	3	30.00	.	.
Construction	.	.	1	100.0	.	.	.	.	.	.	.	.
Healthcare	2	40.00	.	.	.	.	.	.	1	20.00	2	40.00
Computers/Technology	.	.	.	.	.	.	.	.	1	100.0	.	.
Retail Services	1	6.67	6	40.00	1	6.67	3	20.00	3	20.00	1	6.67
Food Services	.	.	1	100.0	.	.	.	.	.	.	.	.
Real Estate	.	.	.	.	.	.	.	.	1	100.0	.	.
Wholesale	.	.	1	100.0	.	.	.	.	.	.	.	.
Manufacturing	1	33.33	2	66.67	.	.	.	.	.	.	.	.
Other	.	.	8	57.14	.	.	1	7.14	5	35.71	.	.
County of Business												
Grand Forks	1	2.86	16	45.71	3	8.57	3	8.57	9	25.71	3	8.57
Pennington	6	35.29	3	17.65	.	.	2	11.76	6	35.29	.	.
Polk	1	20.00	3	60.00	.	.	1	20.00	.	.	.	.
Towner	.	.	.	.	.	.	.	.	1	100.0	.	.

**Table 14**  
**To the Best of Your Knowledge, Does Your Company Have Employees Who are Currently Enrolled in Further Training or Education?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	68	50.00	59	43.38	9	6.62
Thief River Falls	15	48.39	15	48.39	1	3.23
East Grand Forks	53	50.48	44	41.90	8	7.62
Full-Time Employees						
Less than 10 Employees	23	35.38	38	58.46	4	6.15
10 to 49 Employees	27	57.45	18	38.30	2	4.26
50 to 99 Employees	6	60.00	3	30.00	1	10.00
100+ Employees	10	90.91	.	.	1	9.09
Don't Know/Missing	2	66.67	.	.	1	33.33
Field/Area of Expertise						
Financial Services	8	53.33	6	40.00	1	6.67
Business to Business Services	7	36.84	9	47.37	3	15.79
Construction	1	25.00	2	50.00	1	25.00
Healthcare	7	58.33	5	41.67	.	.
Computers/Technology	1	33.33	2	66.67	.	.
Retail Services	19	51.35	17	45.95	1	2.70
Food Services	3	60.00	2	40.00	.	.
Real Estate	1	33.33	2	66.67	.	.
Wholesale	1	25.00	3	75.00	.	.
Manufacturing	3	75.00	1	25.00	.	.
Other	15	55.56	10	37.04	2	7.41
Don't Know/Missing	2	66.67	.	.	1	33.33
County of Business						
Grand Forks	48	51.61	37	39.78	8	8.60
Pennington	15	48.39	15	48.39	1	3.23
Polk	4	36.36	7	63.64	.	.
Towner	1	100.0	.	.	.	.

**Table 15**  
**Were You Aware That Northland Community and Technical College Has Campuses in**  
**Both East Grand Forks and Thief River Falls?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	125	91.91	10	7.35	1	0.74
Thief River Falls	31	100.0	.	.	.	.
East Grand Forks	94	89.52	10	9.52	1	0.95
Full-Time Employees						
Less than 10 Employees	57	87.69	8	12.31	.	.
10 to 49 Employees	45	95.74	1	2.13	1	2.13
50 to 99 Employees	9	90.00	1	10.00	.	.
100+ Employees	11	100.0	.	.	.	.
Don't Know/Missing	3	100.0	.	.	.	.
Field/Area of Expertise						
Financial Services	12	80.00	3	20.00	.	.
Business to Business Services	17	89.47	2	10.53	.	.
Construction	3	75.00	1	25.00	.	.
Healthcare	12	100.0	.	.	.	.
Computers/Technology	3	100.0	.	.	.	.
Retail Services	35	94.59	2	5.41	.	.
Food Services	5	100.0	.	.	.	.
Real Estate	3	100.0	.	.	.	.
Wholesale	4	100.0	.	.	.	.
Manufacturing	4	100.0	.	.	.	.
Other	24	88.89	2	7.41	1	3.70
Don't Know/Missing	3	100.0	.	.	.	.
County of Business						
Grand Forks	82	88.17	10	10.75	1	1.08
Pennington	31	100.0	.	.	.	.
Polk	11	100.0	.	.	.	.
Towner	1	100.0	.	.	.	.

**Table 16**  
**What is the BEST Attribute of Northland Community and Technical College?**

**Respondents from Thief River Falls:**

- 9-Location
- 3-Excellent customized training
- 3-Location, convenience to take classes
- 3-Small classes
- 3-To have it here is a good asset
  - Associates we hire are good people
  - Cheap
  - Convenient
  - Nice buildings!
  - Prepare for four-year college; keep kids local
  - Variety of education
  - Willingness to work with local employees
- 3-Don't know/Missing

**Respondents from East Grand Forks:**

- 11-Location
- 7-Excellent customized training
- 5-Good instructors
- 5-Hands-on training
- 5-Specific job training
- 5-Technical education
- 5-Availability of training
- 4-Brings people here
- 4-Shorter term
- 4-Smaller classes
- 3-Flexibility
- 3-Training that fits needs
- 2-Connection with business community
- 2-Evening courses
- 2-Opportunity for education
  - Convenient
  - Football
  - Helps in finding jobs
  - Innovative
  - Junior college and technical school combined
  - Leadership of Orley Gunderson!
  - Personal touch
  - Two-year college
- 30-Don't know/Missing

**Table 17**

**What is the Greatest Improvement Northland Community and Technical College Can Make?**

**Respondents from Thief River Falls:**

- 2-Keep tuition down
- Class scheduling is a concern
- Continual strengthening of liberal arts program
- Create classes for manufacturing companies such as PLC's ammonia and electrical
- Early childhood classes should transfer to a four-year school
- Expand programs
- Get rid of Orley Gunderson
- Help out the community
- Keep more classes here
- More advertising
- More referrals
- Northland Community and Technical College is a great learning institution; don't keep it a secret
- Offer evening classes
- Recruiting students
- Spend less on faculty and more on education
- Stay with present program
- Stop the empire building and focus on technical skills and academic preparation for the real world
- Train students
- 12-Don't know/Missing

**Respondents from East Grand Forks:**

- 13-Expand programs
- 4-Advertising
- 4-Connection with business community
- 3-Promote students locally
- 2-Bringing more people to stay in the community
- 2-Have attendance requirement
- Financial aid needs to be more available
- Get high school kids to attend a class or two
- Improving facilities
- Lost focus, need more trade school and less college focus
- More night classes
- Provide training for hard to recruit areas
- Quit changing the name
- Scheduling classes for employed people
- Staff training
- Train students
- 67-Don't know/Missing

**Table 18**  
**What Programs, If Any, Are Not Currently Offered in Our Community**  
**That You Believe Should Be?**

**Respondents from Thief River Falls:**

A community educational open house, show what the school has to offer for everyone, not just the 18-21 year olds

Broadcasting

Cabinetry

Civil engineering technology

Continued education for technology license

Individualized training for child care workers

Large scale diesel mechanics

More business courses

More computer programs

Occupational therapy assistants and physical therapy assistants

Parts and inventory

Pharmacological

Sales management

Storm water prevention, ammonia system training, and OSHA safety training

Train mechanics

16-Don't know/Missing

**Respondents from East Grand Forks:**

3-Automotive mechanic

3-Computer techs

2-Art classes

2-Intern program for rental agents

2-On-the-job training

2-Sales and marketing

Airplane mechanics

Carpentry program needs overhauling

Classes that could be used are not taught here

Corporate adventures

Diesel tech

Drafting

Estimating for construction

Floral design

Higher level business management

Horticultural classes

Human resources online

In-depth plumbing

Machinists

People skills

Program for dental hygienist

Safety type courses

Service industry

Siding installation

Sign language

Ultrasound

Voice lessons for auctioneers and classes on how to set up websites

Welding program

69-Don't know/Missing



**Table 19**  
**If You Could Change One Thing Related to the Educational Background of Applicants**  
**To Your Company, What Would It Be?**

**Respondents from Thief River Falls:**

- 4-Work experience
- 2-Basic skills in math, English and communication
- 2-Customer service skills
- 2-More education
  - Ability to fill out an application
  - Attendance
  - Creating atmosphere in workplace
  - Food technology and knowledge of bacteria growth in food
  - Hands-on experience and people skills
  - High school
  - How to spend money
  - More commitment to finishing their education
  - More internships
  - More strength in technical and non-technical writing
  - Recent updated programs
  - Sales-based training
- 9-Don't know/Missing

**Respondents from East Grand Forks:**

- 15-More education/hands-on training
- 7-More experience
- 6-Communication skills
- 6-Customer service skills
- 5-Basic skills in math, English and communication
- 3-Computer background
- 2-Expectations of youth; good job, high pay, no responsibilities and lack of commitment
- 2-High school
- 2-Writing skills
  - Alternative healthcare
  - Appearance (well-groomed)
  - Be more organized
  - Be on time
  - Business background
  - Cash register training
  - Classes on deaf and blindness
  - Common sense
  - Dependable, strong work ethic and good customer service
  - Diagnostic training
  - Interview skills and personal appearance
  - Mediation skills, compromise
  - Motivation
  - Non-profit management program
  - Professional in their field
  - Programs that pay their way
  - Quick Books
  - Team building
  - The two-year course is okay for our employees
  - Wouldn't change anything
- 37-Don't know/Missing

**Table 20**  
**Did You Know That Northland Community and Technical College Offers a Liberal Arts Program That Includes The First Two Years of Most Degrees and is Designed for Transfer to a Four-Year University?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	84	61.76	51	37.50	1	0.74
Thief River Falls	28	90.32	2	6.45	1	3.23
East Grand Forks	56	53.33	49	46.67	.	.
Full-Time Employees						
Less than 10 Employees	37	56.92	27	41.54	1	1.54
10 to 49 Employees	32	68.09	15	31.91	.	.
50 to 99 Employees	7	70.00	3	30.00	.	.
100+ Employees	7	63.64	4	36.36	.	.
Don't Know/Missing	1	33.33	2	66.67	.	.
Field/Area of Expertise						
Financial Services	8	53.33	7	46.67	.	.
Business to Business Services	10	52.63	9	47.37	.	.
Construction	1	25.00	3	75.00	.	.
Healthcare	8	66.67	4	33.33	.	.
Computers/Technology	2	66.67	1	33.33	.	.
Retail Services	27	72.97	9	24.32	1	2.70
Food Services	4	80.00	1	20.00	.	.
Real Estate	3	100.0	.	.	.	.
Wholesale	2	50.00	2	50.00	.	.
Manufacturing	.	.	4	100.0	.	.
Other	17	62.96	10	37.04	.	.
Don't Know/Missing	2	66.67	1	33.33	.	.
County of Business						
Grand Forks	50	53.76	43	46.24	.	.
Pennington	28	90.32	2	6.45	1	3.23
Polk	6	54.55	5	45.45	.	.
Towner	.	.	1	100.0	.	.

**Table 21**  
**Mean Rating: Level of Importance**  
*How Important is it to the Community That Northland Community and Technical College Offers Programs That a Person Can Attain by Attending Class During the Evening or on Weekends?*  
 (1=Not At All Important, 5=Very Important)

	N	Mean Rating
All	135	4.61
Thief River Falls	30	4.67
East Grand Forks	105	4.60
Full-Time Employees		
Less than 10 Employees	65	4.65
10 to 49 Employees	46	4.57
50 to 99 Employees	10	4.60
100+ Employees	11	4.64
Don't Know/Missing	3	4.67
Field/Area of Expertise		
Financial Services	15	4.40
Business to Business Services	19	4.68
Construction	4	4.75
Healthcare	12	4.75
Computers/Technology	3	4.67
Retail Services	36	4.53
Food Services	5	4.40
Real Estate	3	5.00
Wholesale	4	4.50
Manufacturing	4	5.00
Other	27	4.63
Don't Know/Missing	3	5.00
County of Business		
Grand Forks	93	4.61
Pennington	30	4.67
Polk	11	4.45
Towner	1	5.00

**Table 22**  
**Do You Believe That Northland Community and Technical College Strengthens the Work Force of the Area by Offering Training and Secondary Education?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	126	92.65	3	2.21	7	5.15
Thief River Falls	29	93.55	1	3.23	1	3.23
East Grand Forks	97	92.38	2	1.90	6	5.71
Full-Time Employees						
Less than 10 Employees	60	92.31	1	1.54	4	6.15
10 to 49 Employees	44	93.62	2	4.26	1	2.13
50 to 99 Employees	9	90.00	.	.	1	10.00
100+ Employees	11	100.0	.	.	.	.
Don't Know/Missing	2	66.67	.	.	1	33.33
Field/Area of Expertise						
Financial Services	15	100.0	.	.	.	.
Business to Business Services	19	100.0	.	.	.	.
Construction	3	75.00	.	.	1	25.00
Healthcare	11	91.67	.	.	1	8.33
Computers/Technology	2	66.67	.	.	1	33.33
Retail Services	33	89.19	1	2.70	3	8.11
Food Services	4	80.00	.	.	1	20.00
Real Estate	3	100.0	.	.	.	.
Wholesale	4	100.0	.	.	.	.
Manufacturing	4	100.0	.	.	.	.
Other	25	92.59	2	7.41	.	.
Don't Know/Missing	3	100.0	.	.	.	.
County of Business						
Grand Forks	85	91.40	2	2.15	6	6.45
Pennington	29	93.55	1	3.23	1	3.23
Polk	11	100.0	.	.	.	.
Towner	1	100.0	.	.	.	.

**Table 23**  
**Approximately What Percentage of Northland Community and Technical College Graduates**  
**Do You Believe Stay and Work in the Area?**

	20% or Less		21% to 39%		40% to 59%		60% to 79%		80% to 99%		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	22	16.18	19	13.97	32	23.53	24	17.65	5	3.68	34	25.00
Thief River Falls	6	19.35	6	19.35	8	25.81	5	16.13	.	.	6	19.35
East Grand Forks	16	15.24	13	12.38	24	22.86	19	18.10	5	4.76	28	26.67
Full-Time Employees												
Less than 10 Employees	10	15.38	13	20.00	17	26.15	9	13.85	2	3.08	14	21.54
10 to 49 Employees	8	17.02	3	6.38	10	21.28	11	23.40	2	4.26	13	27.66
50 to 99 Employees	1	10.00	1	10.00	4	40.00	1	10.00	1	10.00	2	20.00
100+ Employees	1	9.09	2	18.18	1	9.09	3	27.27	.	.	4	36.36
Don't Know/Missing	2	66.67	.	.	.	.	.	.	.	.	1	33.33
Field/Area of Expertise												
Financial Services	2	13.33	3	20.00	3	20.00	3	20.00	1	6.67	3	20.00
Business to Business Services	4	21.05	3	15.79	5	26.32	3	15.79	.	.	4	21.05
Construction	2	50.00	.	.	.	.	1	25.00	.	.	1	25.00
Healthcare	1	8.33	.	.	4	33.33	2	16.67	.	.	5	41.67
Computers/Technology	1	33.33	.	.	.	.	.	.	.	.	2	66.67
Retail Services	4	10.81	7	18.92	9	24.32	7	18.92	1	2.70	9	24.32
Food Services	1	20.00	1	20.00	1	20.00	.	.	1	20.00	1	20.00
Real Estate	.	.	.	.	2	66.67	1	33.33	.	.	.	.
Wholesale	.	.	.	.	1	25.00	2	50.00	1	25.00	.	.
Manufacturing	.	.	1	25.00	1	25.00	.	.	.	.	2	50.00
Other	5	18.52	3	11.11	6	22.22	5	18.52	1	3.70	7	25.93
Don't Know/Missing	2	66.67	1	33.33	.	.	.	.	.	.	.	.
County of Business												
Grand Forks	16	17.20	9	9.68	23	24.73	16	17.20	4	4.30	25	26.88
Pennington	6	19.35	6	19.35	8	25.81	5	16.13	.	.	6	19.35
Polk	.	.	3	27.27	1	9.09	3	27.27	1	9.09	3	27.27
Towner	.	.	1	100.0	.	.	.	.	.	.	.	.

**Table 24**  
**Are You Aware That There is an Office at Northland Community and Technical College That**  
**Can Assist You with Getting Your Company's Job Postings to Their College Students and**  
**Graduates?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	80	58.82	53	38.97	3	2.21
Thief River Falls	22	70.97	8	25.81	1	3.23
East Grand Forks	58	55.24	45	42.86	2	1.90
Full-Time Employees						
Less than 10 Employees	42	64.62	22	33.85	1	1.54
10 to 49 Employees	24	51.06	22	46.81	1	2.13
50 to 99 Employees	6	60.00	4	40.00	.	.
100+ Employees	7	63.64	4	36.36	.	.
Don't Know/Missing	1	33.33	1	33.33	1	33.33
Field/Area of Expertise						
Financial Services	11	73.33	3	20.00	1	6.67
Business to Business Services	10	52.63	9	47.37	.	.
Construction	.	.	4	100.0	.	.
Healthcare	9	75.00	3	25.00	.	.
Computers/Technology	3	100.0	.	.	.	.
Retail Services	22	59.46	15	40.54	.	.
Food Services	.	.	5	100.0	.	.
Real Estate	3	100.0	.	.	.	.
Wholesale	3	75.00	1	25.00	.	.
Manufacturing	4	100.0	.	.	.	.
Other	13	48.15	13	48.15	1	3.70
Don't Know/Missing	2	66.67	.	.	1	33.33
County of Business						
Grand Forks	51	54.84	40	43.01	2	2.15
Pennington	22	70.97	8	25.81	1	3.23
Polk	7	63.64	4	36.36	.	.
Towner	.	.	1	100.0	.	.

**Table 25**  
**Have You Ever Used These Services?**  
 (Asked Only of Those Who Have Heard of the Placement Office at Northland Community and Technical College)

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	29	36.25	48	60.00	3	3.75
Thief River Falls	11	50.00	10	45.45	1	4.55
East Grand Forks	18	31.03	38	65.52	2	3.45
Full-Time Employees						
Less than 10 Employees	9	21.43	32	76.19	1	2.38
10 to 49 Employees	12	50.00	11	45.83	1	4.17
50 to 99 Employees	3	50.00	3	50.00	.	.
100+ Employees	4	57.14	2	28.57	1	14.29
Don't Know/Missing	1	100.0	.	.	.	.
Field/Area of Expertise						
Financial Services	3	27.27	7	63.64	1	9.09
Business to Business Services	3	30.00	6	60.00	1	10.00
Healthcare	6	66.67	2	22.22	1	11.11
Computers/Technology	1	33.33	2	66.67	.	.
Retail Services	9	40.91	13	59.09	.	.
Real Estate	.	.	3	100.0	.	.
Wholesale	.	.	3	100.0	.	.
Manufacturing	2	50.00	2	50.00	.	.
Other	4	30.77	9	69.23	.	.
Don't Know/Missing	1	50.00	1	50.00	.	.
County of Business						
Grand Forks	15	29.41	34	66.67	2	3.92
Pennington	11	50.00	10	45.45	1	4.55
Polk	3	42.86	4	57.14	.	.

**Table 26**  
**Mean Rating: Level of Satisfaction**  
*How Satisfied Are You With the Results of the Placement Services So Far?*  
 (Asked Only of Those Who Have Used the Placement Office at Northland Community and Technical College)  
 (1=Not At All Satisfied, 5=Very Satisfied)

	N	Mean Rating
All	29	3.79
Thief River Falls	11	2.91
East Grand Forks	18	4.33
Full-Time Employees		
Less than 10 Employees	9	3.00
10 to 49 Employees	12	4.08
50 to 99 Employees	3	4.33
100+ Employees	4	4.25
Don't Know/Missing	1	4.00
Field/Area of Expertise		
Financial Services	3	4.33
Business to Business Services	3	3.00
Healthcare	6	3.67
Computers/Technology	1	4.00
Retail Services	9	3.78
Real Estate	0	.
Wholesale	0	.
Manufacturing	2	4.50
Other	4	4.00
Don't Know/Missing	1	3.00
County of Business		
Grand Forks	15	4.27
Pennington	11	2.91
Polk	3	4.67



**Table 27**  
**Would Your Business Benefit in Receiving Information From Northland Community and Technical College Concerning Careers, Programs, and Course Schedules?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	71	52.21	53	38.97	12	8.82
Thief River Falls	21	67.74	7	22.58	3	9.68
East Grand Forks	50	47.62	46	43.81	9	8.57
Full-Time Employees						
Less than 10 Employees	31	47.69	31	47.69	3	4.62
10 to 49 Employees	27	57.45	17	36.17	3	6.38
50 to 99 Employees	4	40.00	3	30.00	3	30.00
100+ Employees	8	72.73	1	9.09	2	18.18
Don't Know/Missing	1	33.33	1	33.33	1	33.33
Field/Area of Expertise						
Financial Services	4	26.67	9	60.00	2	13.33
Business to Business Services	9	47.37	8	42.11	2	10.53
Construction	3	75.00	1	25.00	.	.
Healthcare	11	91.67	1	8.33	.	.
Computers/Technology	2	66.67	1	33.33	.	.
Retail Services	19	51.35	13	35.14	5	13.51
Food Services	2	40.00	3	60.00	.	.
Real Estate	2	66.67	1	33.33	.	.
Wholesale	.	.	4	100.0	.	.
Manufacturing	2	50.00	2	50.00	.	.
Other	15	55.56	10	37.04	2	7.41
Don't Know/Missing	2	66.67	.	.	1	33.33
County of Business						
Grand Forks	45	48.39	40	43.01	8	8.60
Pennington	21	67.74	7	22.58	3	9.68
Polk	5	45.45	5	45.45	1	9.09
Towner	.	.	1	100.0	.	.

**Table 28**  
**How Would You Like to Receive Information Concerning Careers,**  
**Programs, and Course Schedules?**  
**(Asked Only of Those Who Said Their Business Would Benefit From Receiving Information)**

	Phone Calls		Letters in the Mail		Personal Visits		Other	
	N	PctN	N	PctN	N	PctN	N	PctN
All	2	2.82	58	81.69	1	1.41	10	14.08
Thief River Falls	1	4.76	15	71.43	.	.	5	23.81
East Grand Forks	1	2.00	43	86.00	1	2.00	5	10.00
Full-Time Employees								
Less than 10 Employees	1	3.23	27	87.10	.	.	3	9.68
10 to 49 Employees	1	3.70	21	77.78	1	3.70	4	14.81
50 to 99 Employees	.	.	3	75.00	.	.	1	25.00
100+ Employees	.	.	6	75.00	.	.	2	25.00
Don't Know/Missing	.	.	1	100.0	.	.	.	.
Field/Area of Expertise								
Financial Services	.	.	3	75.00	.	.	1	25.00
Business to Business Services	.	.	6	66.67	.	.	3	33.33
Construction	.	.	3	100.0	.	.	.	.
Healthcare	1	9.09	10	90.91	.	.	.	.
Computers/Technology	.	.	2	100.0	.	.	.	.
Retail Services	1	5.26	15	78.95	.	.	3	15.79
Food Services	.	.	2	100.0	.	.	.	.
Real Estate	.	.	1	50.00	.	.	1	50.00
Manufacturing	.	.	2	100.0	.	.	.	.
Other	.	.	13	86.67	1	6.67	1	6.67
Don't Know/Missing	.	.	1	50.00	.	.	1	50.00
County of Business								
Grand Forks	1	2.22	39	86.67	1	2.22	4	8.89
Pennington	1	4.76	15	71.43	.	.	5	23.81
Polk	.	.	4	80.00	.	.	1	20.00

**Others:**

**Respondents from Thief River Falls:**

- 3-Email
- Word-of-mouth
- Have info when we need it

**Respondents from East Grand Forks:**

- 4-Email
- Packets

**Table 29**  
**Have You Seen, Read or Heard Anything Related to**  
**Northland Community and Technical College in the Past Year?**

	Yes		No		Don't Know/ Missing	
	N	PctN	N	PctN	N	PctN
All	93	68.38	37	27.21	6	4.41
Thief River Falls	29	93.55	1	3.23	1	3.23
East Grand Forks	64	60.95	36	34.29	5	4.76
Full-Time Employees						
Less than 10 Employees	43	66.15	22	33.85	.	.
10 to 49 Employees	33	70.21	11	23.40	3	6.38
50 to 99 Employees	7	70.00	1	10.00	2	20.00
100+ Employees	9	81.82	2	18.18	.	.
Don't Know/Missing	1	33.33	1	33.33	1	33.33
Field/Area of Expertise						
Financial Services	10	66.67	5	33.33	.	.
Business to Business Services	13	68.42	5	26.32	1	5.26
Construction	3	75.00	.	.	1	25.00
Healthcare	10	83.33	2	16.67	.	.
Computers/Technology	2	66.67	1	33.33	.	.
Retail Services	28	75.68	8	21.62	1	2.70
Food Services	1	20.00	2	40.00	2	40.00
Real Estate	2	66.67	1	33.33	.	.
Wholesale	4	100.0	.	.	.	.
Manufacturing	3	75.00	1	25.00	.	.
Other	15	55.56	12	44.44	.	.
Don't Know/Missing	2	66.67	.	.	1	33.33
County of Business						
Grand Forks	56	60.22	33	35.48	4	4.30
Pennington	29	93.55	1	3.23	1	3.23
Polk	8	72.73	2	18.18	1	9.09
Towner	.	.	1	100.0	.	.

**Table 30**  
**Where Did You See, Read or Hear It?**  
 (Asked Only of Those Who Had Seen, Read or Heard  
 Anything on Northland Community and Technical College)  
 (Multiple Responses)

	Newspaper		Radio		Cable Television		Local Television		Direct Mail		Web Site		Bill- boards		Email	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	39	41.94	25	26.88	10	10.75	19	20.43	22	23.66	7	7.53	1	1.08	2	2.15
Thief River Falls	15	51.72	6	20.69	3	10.34	2	6.90	13	44.83	4	13.79	.	.	1	3.45
East Grand Forks	24	37.50	19	29.69	7	10.94	17	26.56	9	14.06	3	4.69	1	1.56	1	1.56
Full-Time Employees																
Less than 10 Employees	18	41.86	10	23.26	5	11.63	7	16.28	10	23.26	2	4.65	.	.	.	.
10 to 49 Employees	14	42.42	11	33.33	4	12.12	6	18.18	6	18.18	3	9.09	1	3.03	2	6.06
50 to 99 Employees	2	28.57	1	14.29	.	.	4	57.14	2	28.57	1	14.29	.	.	.	.
100+ Employees	5	55.56	3	33.33	1	11.11	1	11.11	4	44.44	1	11.11	.	.	.	.
Don't Know/Missing	.	.	.	.	.	.	1	100.00	.	.	.	.	.	.	.	.
Field/Area of Expertise																
Financial Services	2	20.00	2	20.00	1	10.00	4	40.00	3	30.00	.	.	.	.	.	.
Business to Business Services	5	38.46	4	30.77	.	.	2	15.38	3	23.08	2	15.38	.	.	.	.
Construction	2	66.67	1	33.33	.	.	.	.	.	.	.	.	.	.	1	33.33
Healthcare	8	80.00	2	20.00	1	10.00	1	10.00	4	40.00	1	10.00	1	10.00	.	.
Computers/Technology	.	.	.	.	.	.	.	.	1	50.00	.	.	.	.	.	.
Retail Services	11	39.29	7	25.00	4	14.29	7	25.00	2	7.14	3	10.71	.	.	1	3.57
Food Services	.	.	.	.	1	100.00	.	.	.	.	.	.	.	.	.	.
Real Estate	1	50.00	.	.	.	.	1	50.00	.	.	.	.	.	.	.	.
Wholesale	2	50.00	2	50.00	2	50.00	.	.	.	.	.	.	.	.	.	.
Manufacturing	.	.	.	.	.	.	.	.	3	100.00	.	.	.	.	.	.
Other	7	46.67	6	40.00	1	6.67	4	26.67	4	26.67	1	6.67	.	.	.	.
Don't Know/Missing	1	50.00	1	50.00	.	.	.	.	2	100.00	.	.	.	.	.	.
County of Business																
Grand Forks	21	37.50	16	28.57	7	12.50	16	28.57	6	10.71	3	5.36	1	1.79	1	1.79
Pennington	15	51.72	6	20.69	3	10.34	2	6.90	13	44.83	4	13.79	.	.	1	3.45
Polk	3	37.50	3	37.50	.	.	1	12.50	3	37.50	.	.	.	.	.	.

(Continued)

**Table 30 (Continued)**  
**Where Did You See, Read or Hear It?**  
 (Asked Only of Those Who Had Seen, Read or Heard  
 Anything on Northland Community and Technical College)  
 (Multiple Responses)

	Magazine/ Publica- tions		Other	
	N	PctN	N	PctN
All	5	5.38	15	16.13
Thief River Falls	1	3.45	2	6.90
East Grand Forks	4	6.25	13	20.31
Full-Time Employees				
Less than 10 Employees	2	4.65	4	9.30
10 to 49 Employees	2	6.06	6	18.18
50 to 99 Employees	.	.	2	28.57
100+ Employees	1	11.11	3	33.33
Don't Know/Missing	.	.	.	.
Field/Area of Expertise				
Financial Services	1	10.00	2	20.00
Business to Business Services	.	.	3	23.08
Construction	.	.	1	33.33
Healthcare	1	10.00	2	20.00
Computers/Technology	.	.	1	50.00
Retail Services	2	7.14	3	10.71
Food Services	.	.	.	.
Real Estate	.	.	.	.
Wholesale	.	.	1	25.00
Manufacturing	.	.	.	.
Other	1	6.67	2	13.33
Don't Know/Missing	.	.	.	.
County of Business				
Grand Forks	4	7.14	9	16.07
Pennington	1	3.45	2	6.90
Polk	.	.	4	50.00

**Others:**

- 5-Family member
- 3-Word-of-mouth
- 2-Employees
  - Contact CMA program
  - Flyers
  - Home Builders Show
  - Job fair
  - Student

**Table 31**  
**Which Media is Most Important or Most Effective in Your Opinion?**  
**(Multiple Responses)**

	Newspaper		Radio		Cable Television		Local Television		Bill-boards		Direct Mail		Magazine /Publications		Web Site	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	56	41.18	46	33.82	19	13.97	39	28.68	9	6.62	26	19.12	4	2.94	12	8.82
Thief River Falls	16	51.61	10	32.26	6	19.35	3	9.68	1	3.23	8	25.81	2	6.45	6	19.35
East Grand Forks	40	38.10	36	34.29	13	12.38	36	34.29	8	7.62	18	17.14	2	1.90	6	5.71
Full-Time Employees																
Less than 10 Employees	29	44.62	23	35.38	8	12.31	15	23.08	4	6.15	15	23.08	2	3.08	3	4.62
10 to 49 Employees	20	42.55	17	36.17	7	14.89	16	34.04	4	8.51	9	19.15	1	2.13	5	10.64
50 to 99 Employees	4	40.00	3	30.00	1	10.00	4	40.00	.	.	1	10.00	.	.	1	10.00
100+ Employees	3	27.27	3	27.27	2	18.18	3	27.27	1	9.09	1	9.09	1	9.09	3	27.27
Don't Know/Missing	.	.	.	.	1	33.33	1	33.33	.	.	.	.	.	.	.	.
Field/Area of Expertise																
Financial Services	3	20.00	4	26.67	1	6.67	8	53.33	1	6.67	3	20.00	.	.	.	.
Business to Business Services	7	36.84	6	31.58	3	15.79	6	31.58	3	15.79	4	21.05	1	5.26	3	15.79
Construction	3	75.00	3	75.00	.	.	.	.	.	.	.	.	.	.	1	25.00
Healthcare	7	58.33	5	41.67	3	25.00	1	8.33	1	8.33	2	16.67	.	.	1	8.33
Computers/Technology	1	33.33	2	66.67	.	.	.	.	.	.	.	.	.	.	.	.
Retail Services	17	45.95	11	29.73	6	16.22	8	21.62	1	2.70	9	24.32	.	.	3	8.11
Food Services	2	40.00	1	20.00	1	20.00	1	20.00	1	20.00	1	20.00	1	20.00	1	20.00
Real Estate	.	.	1	33.33	.	.	2	66.67	.	.	.	.	.	.	.	.
Wholesale	2	50.00	2	50.00	.	.	1	25.00	1	25.00	.	.	.	.	.	.
Manufacturing	1	25.00	.	.	.	.	2	50.00	.	.	1	25.00	.	.	.	.
Other	12	44.44	10	37.04	3	11.11	9	33.33	.	.	5	18.52	.	.	2	7.41
Don't Know/Missing	1	33.33	1	33.33	2	66.67	1	33.33	1	33.33	1	33.33	2	66.67	1	33.33
County of Business																
Grand Forks	36	38.71	32	34.41	13	13.98	31	33.33	7	7.53	16	17.20	2	2.15	5	5.38
Pennington	16	51.61	10	32.26	6	19.35	3	9.68	1	3.23	8	25.81	2	6.45	6	19.35
Polk	4	36.36	4	36.36	.	.	4	36.36	1	9.09	2	18.18	.	.	1	9.09
Towner	.	.	.	.	.	.	1	100.00	.	.	.	.	.	.	.	.

(Continued)

**Table 31 (Continued)**  
**Which Media is Most Important or Most Effective in Your Opinion?**  
**(Multiple Responses)**

	E-mail		Other	
	N	PctN	N	PctN
All	5	3.68	4	2.94
Thief River Falls	3	9.68	2	6.45
East Grand Forks	2	1.90	2	1.90
Full-Time Employees				
Less than 10 Employees	1	1.54	3	4.62
10 to 49 Employees	1	2.13	1	2.13
50 to 99 Employees	2	20.00	.	.
100+ Employees	1	9.09	.	.
Don't Know/Missing	.	.	.	.
Field/Area of Expertise				
Financial Services	.	.	.	.
Business to Business Services	1	5.26	1	5.26
Construction	1	25.00	.	.
Healthcare	.	.	1	8.33
Computers/Technology	.	.	.	.
Retail Services	.	.	2	5.41
Food Services	.	.	.	.
Real Estate	.	.	.	.
Wholesale	.	.	.	.
Manufacturing	.	.	.	.
Other	2	7.41	.	.
Don't Know/Missing	1	33.33	.	.
County of Business				
Grand Forks	2	2.15	2	2.15
Pennington	3	9.68	2	6.45
Polk	.	.	.	.
Towner	.	.	.	.

**Others:**

Faxes  
 Flyers  
 Personal contact  
 Word-of-mouth

**Table 32**  
**Sample Demographics**

	N	PctN
All	136	100.0
Thief River Falls	31	22.79
East Grand Forks	105	77.21
Full-Time Employees		
Less than 10 Employees	65	47.79
10 to 49 Employees	47	34.56
50 to 99 Employees	10	7.35
100+ Employees	11	8.09
Don't Know/Missing	3	2.21
Field/Area of Expertise		
Financial Services	15	11.03
Business to Business Services	19	13.97
Construction	4	2.94
Healthcare	12	8.82
Computers/Technology	3	2.21
Retail Services	37	27.21
Food Services	5	3.68
Real Estate	3	2.21
Wholesale	4	2.94
Manufacturing	4	2.94
Other	27	19.85
Don't Know/Missing	3	2.21
County of Business		
Grand Forks	93	68.38
Pennington	31	22.79
Polk	11	8.09
Towner	1	0.74

**Field/Area of Expertise Others:**

**Respondents from Thief River Falls:**

Elementary education  
Engineering  
Food technology/business  
Government/non-profit  
Lawn and garden mechanic

**Respondents from East Grand Forks:**

4- Education  
3- Automotive  
2- Motel  
Ag repair  
Architecture  
Auction  
Aviation  
Car dealer  
Disaster relief  
Electrical  
Human Resources Coordination  
Martial Arts instructor  
Plumbing  
Social Services  
Travel Agent  
Utility