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ABSTRACT

As part of a review of its Small Business Management courses and seminars, William Rainey Harper College in Illinois conducted a study of students currently enrolled in spring 1995 and students who had enrolled from fall 1993 to fall 1994 to determine the students' characteristics, the effectiveness of marketing efforts, and students' perceptions of program effectiveness. Completed questionnaires were received from a total of 122 students, including 49 current students and 73 from a sample of 200 former students. Study findings included the following: (1) 63% of the small business enrollees were female, the average age was 41, and the mean family income of the students was \$60,000; (2) in terms of student goals, 31% were trying to decide whether or not to own their own business, 27% were gathering information on how to start a business, 23% were seeking help to better manage their current business, and 20% were interested in expanding their current business; (3) 73.5% rated the courses as beneficial or very beneficial and 81% would recommend the classes to others; (4) the most common marketing method that prompted students to enroll was the college's class schedule mailed to their home, cited by 67.5%; and (5) 40% registered for their class via touchtone machine interaction and 60% via telephone interaction with a college employee. The survey instrument is appended. (BCY)

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FOLLOW-UP STUDY OF STUDENTS WHO ENROLLED IN SMALL BUSINESS NON-CREDIT COURSES AT HARPER COLLEGE

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ABSTRACT

The purpose of this study was to follow-up students who have previously or are currently enrolled in a Small Business Management non-credit course or seminar. The study examined the profile of the enrollees, marketing and evaluation data. A survey instrument was distributed to those enrolled in spring 1995 classes and was mailed to those who had previously enrolled in the past year and a half.

After two mailings and a telephone prompting, a 36.5 percent response rate was obtained. Both means produced a total of 122 completed surveys for analysis.

Results of the study showed that those enrolled in Small Business Management have a higher income and education level than other non-credit students. The majority of students enrolled are not self-employed but are either trying to decide whether or not to own their own business or are seeking help on how to start up the business about which they have been thinking. The large minority who are self-employed are either seeking help to better manage their current business or are looking for aids to expand their business. Unlike other non-credit programs, the semester schedule mailed directly to their homes seems to be the effective means for attracting small business non-credit students.

The vast majority of enrollees are either first time students or those in the middle of their educational development so there is lots of future enrollment potential among current students.

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Purpose

The purpose of this study was to follow-up students who have previously or are currently enrolled in a Small Business Management non-credit course or seminar. The study examined the profile of the enrollees, marketing and evaluation data. The study was one component in the program review for Professional and Business Development and was requested by the coordinator of that department.

Methodology and Population Surveyed

The survey instrument shown in the appendix was developed jointly by the Office of Planning and Research and the Coordinator of Professional and Business Development. It was administered in Spring 1995 to small business non-credit classes. Completed surveys were obtained from 49 students in this manner. In addition, 367 students were identified who had enrolled in Small Business Management courses and seminars from the fall of 1993 through the fall of 1994. A random sample of 200 was drawn from this population. After two mailings of the survey instrument and prompting telephone calls to this sample, 73 completed surveys were returned for a response rate of 36.5 percent. Thus, with the mail response and the surveys collected in the spring 1995 classes, 122 completed surveys were available for analysis.

Major Conclusions

Those enrolled in Small Business Management have a higher income and education level than other non-credit students. The majority of students enrolled are not self-employed but are either trying to decide whether or not to own their own business or are seeking help on how to start up the business about which they have been thinking.

The large minority who are self-employed are either seeking help to better manage their current business or are looking for aids to expand their business. Unlike other non-credit programs, the semester schedule mailed directly to their homes seems to be the effective means for attracting small business non-credit students. The vast majority of enrollees are either first time students or those in the middle of their educational development so there is lots of future enrollment potential among current students.

Discussion of Results

Profile of the small business enrollees indicate 63 percent are female, the average age is 41 and 75 percent live in the Harper College District, all of which matches the profile of other non-credit students. However, the mean income of small business students is \$60,000 and 47 percent have a bachelors degree. The income and education level of these students is higher than typical non-credit students.

Their employment profile shows half are employed now by someone else and 44 percent are self-employed. In terms of their goals in the courses they are enrolled in, 31 percent are trying to decide whether or not to own their own business while 27 percent are gathering "how to" information on starting a new business. Another 23 percent are seeking help to better manage their current business while 20 percent are seeking help in expanding their current business. In assessing where they are in their educational goals, 44 percent are taking their first course in Small Business Management at Harper College and are planning to take more. Moreover, 45 percent are in the middle of their educational development at Harper while only 12 percent are finishing their educational development at Harper in Small Business Management.

In examining those presently owning their own business, they are fairly evenly divided between retail, marketing, services and construction. A fair number are also in design, business, profession, and trades. They have been in their own business for an average of 4.5 years.

Three-fourths of the students rated the offerings beneficial and the instruction at least very good. Some 81 percent would recommend the classes to others. Some specific areas for improvement were listed. In addition, two thirds of the students judged that the offerings ran about the right length of time and were offered at very convenient times.

Discussion of Results (cont'd)

The primary means that prompted students to enroll in small business classes was the semester schedule (67.5%) mailed to their home. Only 25.9 percent were influenced by brochures mailed to their home or business. This is quite different than the marketing mix that works best for the Institute of Management Development. The reason for this difference is that in Small Business Management most students are not yet in the business of their choice but are either deciding whether or not to go into the business or are gathering information on how to get started.

Students register for the classes in two ways - touchtone interaction with a machine (40%) and telephone interaction with a person (60%). Registration is generally rated as easy and pleasant. Only 28 percent of the students desire more than one class and 80 percent of these students are able to do so. Moreover, 90 percent of the students are able to register for all the courses desired with only 6 percent finding other desired classes filled. About a third of those registering ask for additional information at the same time and almost all are able to get the information in a satisfactory manner.

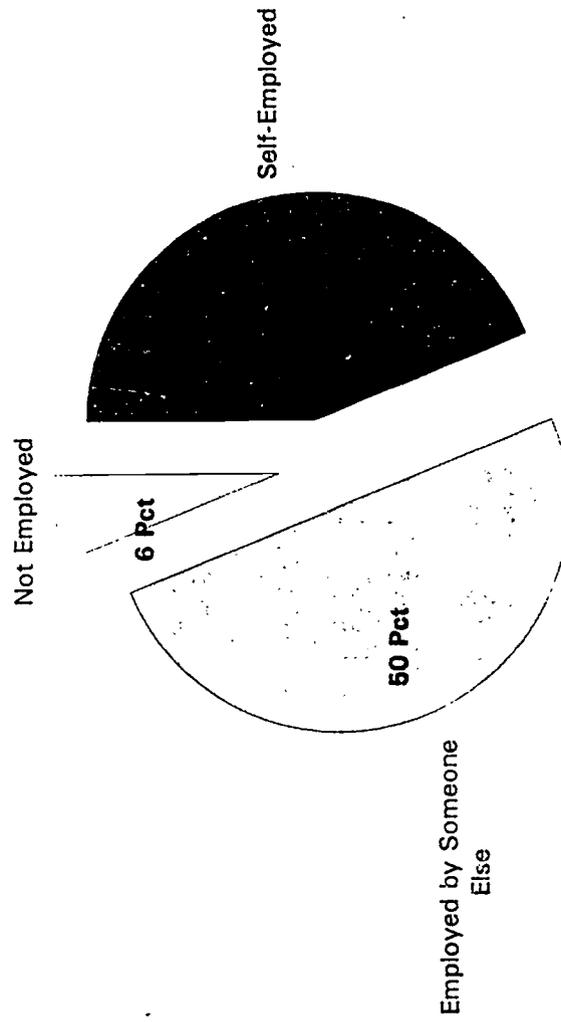
Survey of Students in Small Business Management

<u>Gender</u>	<u>N</u>	<u>PCT</u>	<u>Age</u>	<u>N</u>	<u>PCT</u>	<u>Education Level</u>	<u>N</u>	<u>PCT</u>
Male	44	37.0	Under 21	0	0	Less than High School	0	0
Female	75	63.0	21 - 25	4	3.4	High School	10	8.3
Total	119	100.0	26 - 35	43	36.5	Some College	54	45.0
			36 - 45	32	27.1	Bachelor Degree	41	34.2
Employment			46 - 61	34	28.8	Advanced Degree	15	12.5
<u>Status</u>	<u>N</u>	<u>PCT</u>	62 and Older	5	4.2	Total	120	100.0
Employed by someone else	62	49.6	Total	118	100.0			
Unemployed	8	6.4	Average Age	41.1				
Self-employed	55	44.0						
Total	125	100.0						

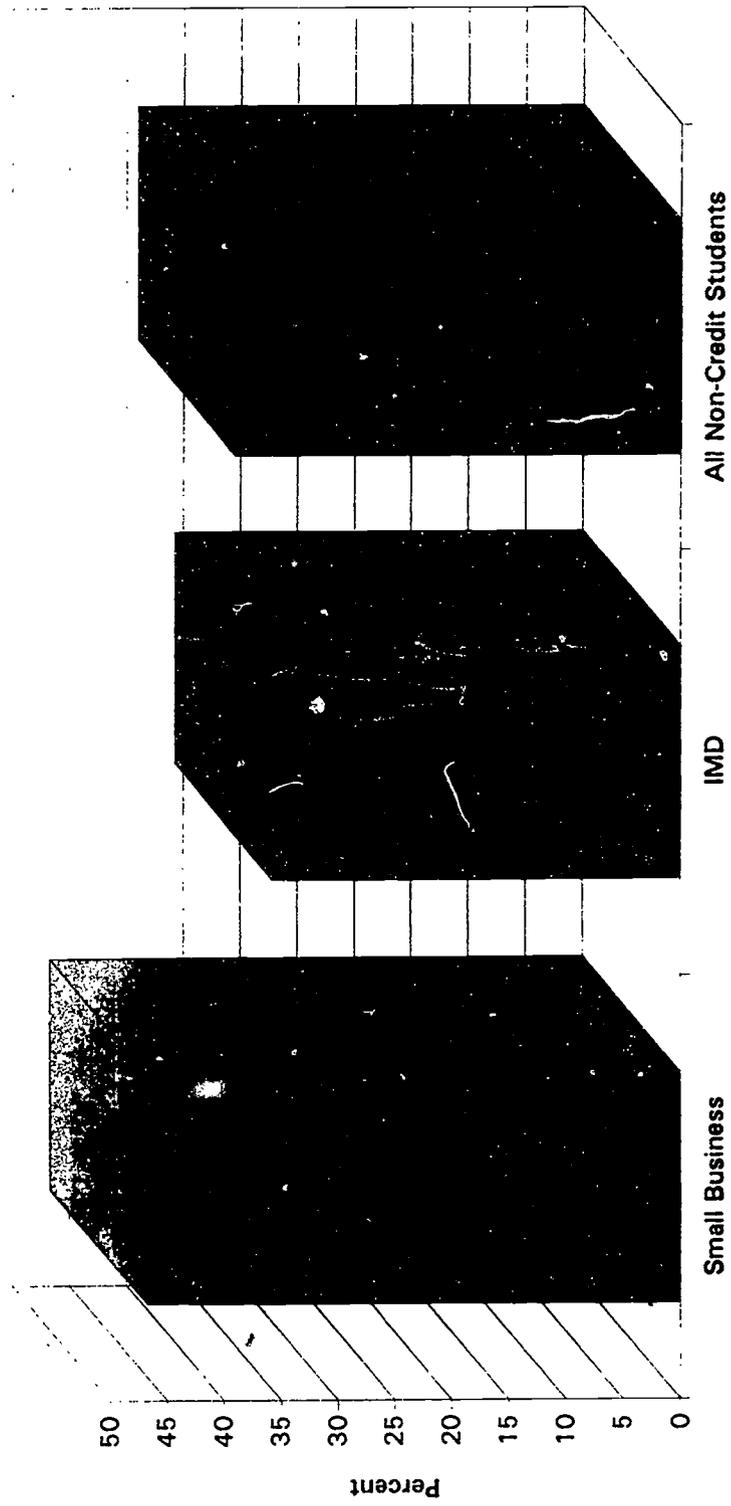
<u>Family Income</u>	<u>N</u>	<u>PCT</u>
- Under \$20,000	4	3.8
- \$20,000 - \$30,000	9	8.7
- \$39,000 - \$40,000	15	14.4
- \$40,000 - \$50,000	9	8.7
- \$50,000 - \$75,000	36	34.6
- Over \$75,000	31	29.8
Total	104	100.0
Median Income	\$60,400	
Mean Income	\$59,400	

<u>Reasons for Starting Their Own Business</u>	<u>N</u>	<u>PCT</u>
- Wanted to work for themselves	41	59.4
- Encouraged by friends, family, co-workers	9	13.0
- Was unemployed -- needed a job	7	10.1
- Family business passed down from relatives	5	7.2
- Found niche or opportunity and responded	2	2.9
- Had children at home - started home based business	1	1.5
- No longer liked current job	1	1.5
- Wanted to join spouse in business	1	1.5
- Injured on regular job	1	1.5
- Wanted to get ahead	1	1.4
Total	69	100.0

Employment Status of Small Business Students



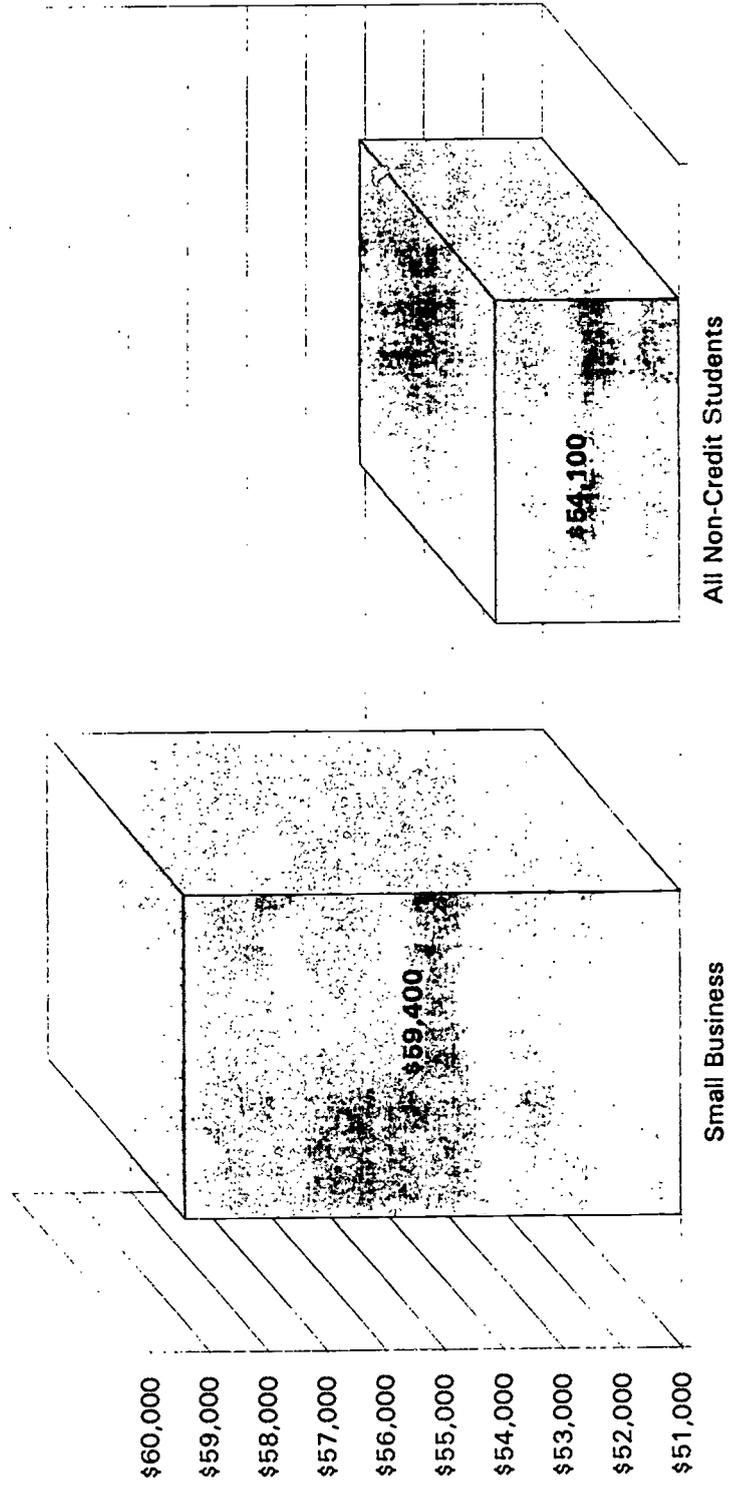
Profile of Non-Credit Enrollment---Education Level Achieved a Bachelor Degree or Higher



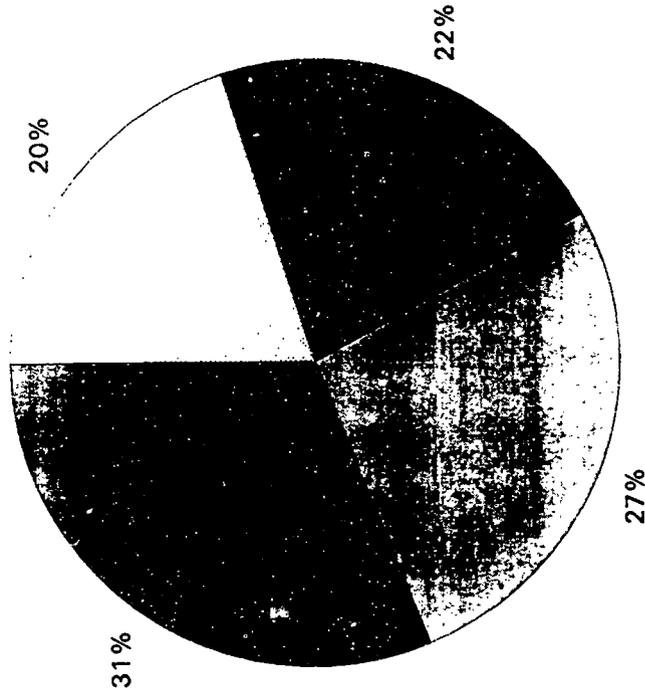
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Profile of Non-Credit Enrollment---Income Level (Mean Family Income)

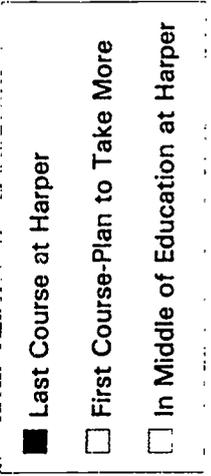
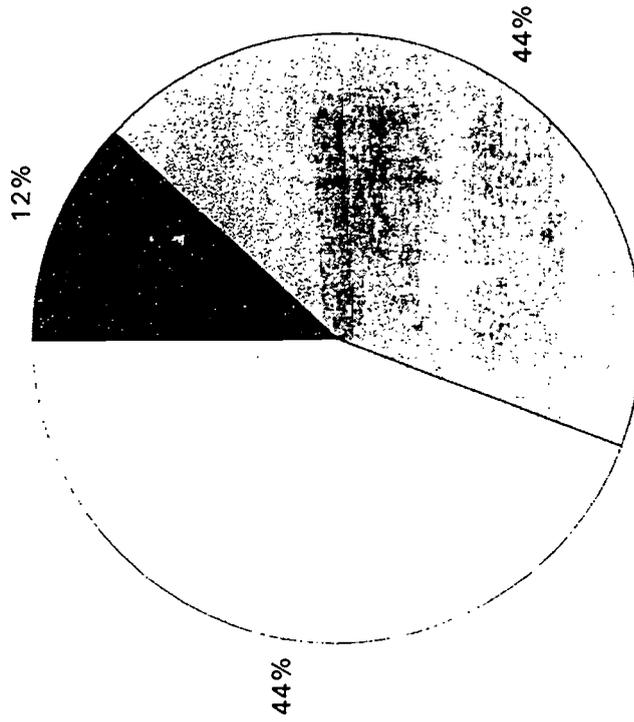


Educational Goals of Small Business Students



- Learned how to expand their current business
- Learned how to better manage their current business
- Learned how to start up their own business
- Decided whether or not to become self-employed

Educational Development Status of Small Business Students



<u>Business/Career Goal</u>	<u>N</u>	<u>PCT</u>	<u>Where they are in their training schedule to accomplish goals</u>	<u>N</u>	<u>PCT</u>
- Start a business	50	46.7	- This is first course/plan to take more	49	43.8
- Expand an existing business	48	44.9	- Have taken courses in past/plan to take more	50	44.6
- Contribute more to current/future employers business	9	8.4	- This is last course to be taken at Harper College	13	11.6
Total	107	100.0	Total	112	100.0

Why Students Enrolled in the Small

<u>Business Management Courses at Harper</u>	<u>N</u>	<u>PCT</u>
- To help student decide whether he/she wanted to own own business	37	30.8
- To help student know how to open the business he/she has been thinking about	32	26.7
- To help student better manage his/her current business	27	22.5
- To help student expand his/her own current business	24	20.0
Total	120	100.0

Residence

<u>In - District</u>			<u>Out-of-District</u>		
<u>Village</u>	<u>N</u>	<u>PCT</u>	<u>College District Area</u>	<u>N</u>	<u>PCT</u>
- Schaumburg	24	20.3	- Elgin Community College	8	6.8
- Hoffman Estates	16	13.6	- College of Lake County	6	5.1
- Arlington Heights	10	8.5	- College of DuPage	5	4.2
- Palatine	10	8.5	- McHenry Community College	3	2.6
- Elk Grove	6	5.1	- Oakton Community College	3	2.5
- Mt. Prospect	4	3.4	- Out-of-State	2	1.7
- Barrington	3	2.5	- Waubensee Community College	1	.9
- Buffalo Grove	3	2.5	- Chicago Community College	1	.8
- Rolling Meadows	2	1.7	- Rock Valley Community College	1	.8
- Wheeling	2	1.7	Total Out-of-District	30	25.4
- Inverness	2	1.7			
- Barrington Hills	2	1.7	Grand Total	118	100.0
- Lake Barrington Shores	1	.9			
- Roselle	1	.9			
- Hanover Park	1	.8			
- South Barrington	1	.8			
Total In-District	88	74.6			

Type of Business Clients Own

	<u>Sub-Total</u>			<u>Sub-Total</u>	
	<u>N</u>	<u>PCT</u>		<u>N</u>	<u>PCT</u>
<u>Retail</u>	8	13.1	<u>Trades</u>	5	8.2
- General	2		- Auto Repair	1	
- Used Printing Equip. Sales	1		- Telephone Repair Service	1	
- Gift Shop	1		- Handyman Service	1	
- Gift Mail Order	1		- Heating & Air Conditioning	1	
- Wedding Consultant	1		- Electrical Contractor	1	
- Hardware	1				
- Children's Boutique	1		<u>Business Services/Technical</u>	4	6.6
			- Office Support Services	2	
<u>Marketing</u>	8	13.1	- Business Services	1	
- Specialty Advertising	3		- Desktop Publishing	1	
- Manufacturer's Rep	2				
- Direct Sales	1		<u>Telecommunications</u>	3	4.9
- International	1		- Corporate Communications	2	
- Wholesaler	1		Product Services		
			- Telecommunications	1	

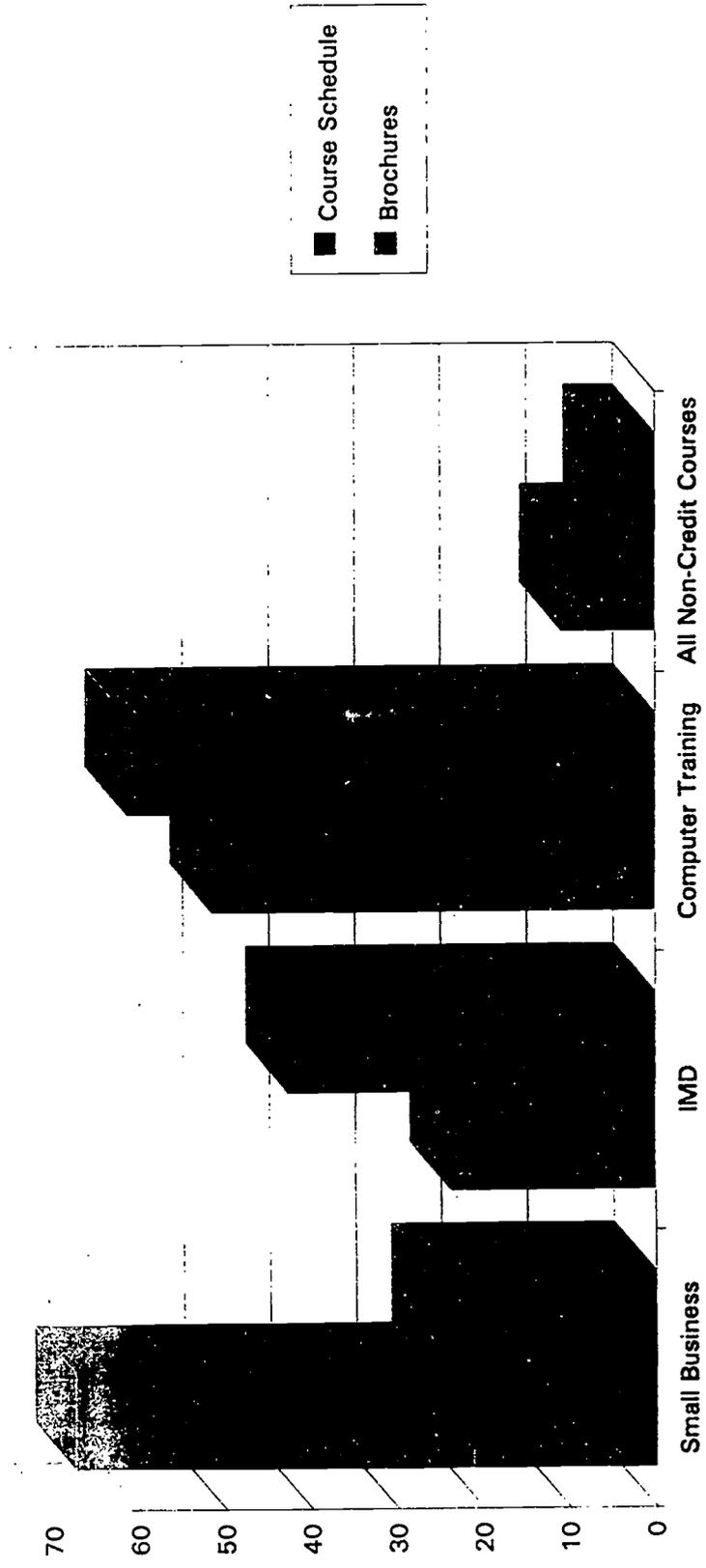
Type of Business Clients Own

	<u>Sub-Total</u>			<u>Sub-Total -</u>	
	<u>N</u>	<u>PCT</u>		<u>N</u>	<u>PCT</u>
<u>Services</u>	8	13.1	<u>Computer</u>	3	4.9
- Catering 2			- Computer Training 2		
- Consulting 1			- Computer Consultant 1		
- Health & Medical Information and Education 1			<u>Business Services/Professional</u>	3	4.9
- Non-Profit Organization 1			- Administrative Asst. Services 1		
- Service 1			- Product Design & Dev. 1		
- Cleaning Service 1			- Quality Engr. Consulting 1		
- Entertainment Service 1					
<u>Construction</u>	7	11.5	<u>Manufacturing</u>	1	1.6
- Home Building 2.5					
- Construction Consulting 2					
- Remodeling 1.5					
<u>Design</u>	6	9.9	GRAND TOTAL	61	100.0
- Graphic Arts & Design 3					
- Floral Design 1					
- Fashion Design 1					
- Interior Design 1					
<u>Business Professions</u>	5	8.2			
- Real Estate 2					
- Insurance 1					
- Accounting 1					
- Property Management 1					

Length of Time in Their Business

<u>Time</u>	<u>N</u>	<u>PCT</u>	<u>Time</u>	<u>N</u>	<u>PCT</u>
Less than one year	14	23.3	Ten years	2	3.3
One year	10	16.7	Twelve years	2	3.3
Two years	8	13.3	Thirteen years	1	1.7
Three years	3	5.0	Fourteen years	1	1.7
Four years	4	6.7	Fifteen years	2	3.3
Five years	6	10.0	Eighteen years	1	1.7
Six years	2	3.3	Twenty-three years	1	1.7
Seven years	3	5.0			
			Total	60	100.0
Median Time -----		Two Years			
Mean Time -----		4.4 Years			

Means That Convince Students to Enroll in Non-Credit Courses



Primary Means Which Prompted Student to Enroll in the Small Business Class

	<u>N</u>	<u>PCT of 114</u>
- Harper College course schedule received at home	77	67.5
- A specific brochure sent to person's home/business	29	25.4
- Referral from friend/relative who had taken Small Business course at Harper	8	7.0
- Advertising in newspapers	5	4.4
- Referral from a small business counselor at a small business development center - (Mershon Shrigley - 2)	4	3.5
- Referral from a service corps or retired executive (SCORE) counselor	3	2.6
- Announcement in small business publication - Daily Herald, Home & Small Business Reporter	3	2.6
- Information given at a seminar	2	1.8
- Close to home	2	1.8
- Positive experiences in past courses at Harper College	1	.9

How Beneficial Small Business Class Was

	<u>N</u>	<u>PCT</u>
- Very beneficial	37	32.8
- Beneficial	46	40.7
- Somewhat beneficial	26	23.0
- Not beneficial	4	3.5
Total	113	100.0

Opinion About Length of Time of Small Business Offering

	<u>N</u>	<u>PCT</u>
- Too Long	15	13.4
- Just right	79	70.5
- Too short	18	16.1
Total	112	100.0

Overall Evaluation of Instruction Received

	<u>N</u>	<u>PCT</u>
- Excellent	27	24.3
- Very good	56	50.5
- Adequate	21	18.9
- Less than adequate	4	3.6
- Poor	3	2.7
Total	111	100.0

Likelihood Course/Seminar Would Help Person Fulfill Previously Stated Goals

	<u>N</u>	<u>PCT</u>
- Very likely	25	22.3
- Likely	52	46.4
- Not sure	20	17.9
- Not very likely	11	9.8
- Not likely at all	4	3.6
Total	112	100.0

Convenience of Time of Small Business Offering

	<u>N</u>	<u>PCT</u>
- Very convenient	68	61.3
- Somewhat convenient	38	34.2
- Not convenient	5	4.5
Total	111	100.0

Would They Recommend Class to Others

	<u>N</u>	<u>PCT</u>
- Yes	92	81.4
- Not sure	13	11.5
- No	8	7.1
Total	113	100.0

Comments on Instruction

<u>Types of Comments</u>	<u>N</u>	<u>PCT</u>
- Positive	9	37.5
- Mixed	4	16.7
- Negative	11	45.8
Total	24	100.0

<u>Negative Comments</u>	<u>N</u>
- Marketing was weak	5
- Need more business examples	3
- Class was too home-base oriented	2
- Class needs to be more interactive	2

Overall Evaluation of Environment of Classroom

	<u>N</u>	<u>PCT</u>
- Pleasant	55	50.0
- Satisfactory	53	48.2
- Not so pleasant	1	.9
- Uncomfortable - cold	1	.9
Total	110	100.0

Positive Comments

	<u>N</u>
- Down to earth and useful	2
- Provided opportunity to network	2
- Class was interactive & provided good creative information	2
- Taught by a variety of specialists	2

Comments on Registration

How They Registered for Small Business Classes

	<u>N</u>	<u>PCT</u>
- FAX	0	0
- Touchtone/Machine Response	43	40.6
- Phone-in/Response to Person	63	59.4
Total	106	100.0

For Those Registering by Touchtone Telephone/Evaluation

	<u>N</u>	<u>PCT</u>
- Easy	49	92.5
- Difficult	4	7.5
Total	53	100.0

For Those Registering by Telephone Responding to a Person/Evaluation

	<u>N</u>	<u>PCT</u>
- Helped quickly & pleasantly	60	81.1
- Helped quickly/but not so pleasantly	2	2.7
- Kept waiting/but was helped pleasantly	8	10.8
- Kept waiting/not helped pleasantly	0	0
- Could not get through easily to register	4	5.4
Total	74	100.0

Did They Register for More Than one Course/Seminar at a Time

	<u>N</u>	<u>PCT</u>
- Yes - was ready to pay total bill	20	18.3
- Yes - willing to make partial payment for first class while waiting to pay for second class	4	3.7
- No - only wanted to register for one class	79	72.5
- No - wanted to register for more than one class but was unable or unwillingly to pay for all up front	6	5.5
Total	109	100.0

Was Person Able to Register for All the Classes They Wished To Take

	<u>N</u>	<u>PCT</u>
- Yes	93	90.3
- No - The other classes were full	6	5.8
- No - Did not want to pay for all classes up front but registered late as they could	1	1.0
- No - Did not want to pay for all the classes they wanted up front and did not register later	3	2.9
Total	103	100.0

Did Person Ask for Extra Information About the Class When They Registered

	<u>N</u>	<u>PCT</u>
- Yes - Customer assistance was pleasant	35	31.2
- Yes - Customer assistance was not so pleasant (Was referred to another office to have questions answered)	1	.9
- No	76	67.9
Total	112	100.0

Person's Experience in the Process of Registering for the Small Business Course/Seminar

	<u>N</u>	<u>PCT Of 113</u>
- Easy	66	58.4
- Pleasant	63	55.8
- Difficult	2	1.8
- Difficulty in getting through to registration personnel	2	1.8
- Did not remember	2	1.8
- Very helpful	1	.9
- Very busy	1	.9
- Difficult to pay bill	1	.9
- No one available for information	1	.9

Additional Comments

- 32 made comments



<u>Type of Comments</u>	<u>N</u>
- Positive	6
- Negative	11
- Were confused - said they took bookkeeping which was Small Business course	5
- Cannot remember much about taking Small Business class	2
- No longer interested in owning their own business	2
- Asked for additional information from the College	2
- Explained how they answered the survey	2
- Dropped course	1

Additional Comments

- I called some time after the session to try to find out the location of one of the exhibitors as I wanted his service, but had a difficult time. I was switched from one department to another, told someone who could help me would call me back, but they never did.
- Will not take a similar course without talking to a student who has taken the class with the same faculty -- Total waste of money.
- A broader spectrum of business possibilities.
- This survey is skewed to inquire about one course. I have taken three classes in the last six months and while my comments generally apply to all three, I do have specific opinions about each course. In general, Harper provides good resources at a fair price.
- I have learned plenty from all classes I took so far; however, the bookkeeping class was not only informative but also very enjoyable! Also, I never attended Small Business Management. I have taken bookkeeping and computer classes at Harper and I have filled out questionnaire based on those classes.
- Receiving brochures describing courses appropriate for small business owners is very helpful.
- Sorry you had to do a second request. I did not respond because your records are mistaken. I never have been a student at Harper College. I did attend a working from home expo in October 1993, but never have taken any classes. Therefore, I cannot answer most of these questions.
- The class/seminar I attended was several years ago so I don't remember details - Sorry!
- I was not in Small Business Management classes.
- I am not currently in a Small Business course. I took a one-day course over a year ago so I am not sure if my memory is accurate. In general, I can say I feel every course I have taken at Harper has been very worthwhile. Re Question No. 23 -- my telephone stops entering tones after a certain number so I could not complete the registration in this way.
- Did not feel any more informed at the end of class than in the beginning.
- Re Question 10 -- Business/Career Goal - write a novel. Sorry, but most of your questions do not apply today.
- More time was needed for networking.
- Brochure was extremely misleading. Expected more business opportunities than were there.
- The whole experience was pleasant, convenient, and fulfilling. If I could make one minor suggestion, when everyone would come for our class it was at night. We would be coming straight from jobs and on several occasions the Coke machines would either be out of order or not able to make change and therefore unusable.
- I don't know what course you are asking about.
- The courses were informative and interesting. I just got cold feet, afraid I would fair and not enough money to start up. I am now working at McDonald's - definite paycheck every two weeks.
- I had planned to take other related courses after the first one, but was not at all interested after the first course. Instructor appeared to be totally unprepared - was boring - a waste of time and money. No knowledge whatsoever was obtained. Students in the 21-25 age group related same impression was obtained by them. I was greatly disappointed.
- It might be beneficial to split the class into those not in business yet and those already in their business. More time could be spent on pertinent information needed.
- I am not - now or in the past - enrolled in any of your Small Business Management classes. I do not know how I was identified as a student in the program. I am sure it is a great program but I do not have the time right now.

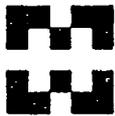
Additional Comments (continued)

- Did not attend course signed up for - conflict with business came up - I registered by mail.
- I do not understand why this survey was sent to me now. I took this course a year ago. I don't remember everything with the registration.
- Overall - this course is great and very helpful.
- More ACC for speakers.
- I believe the marketing information or section was too long and repetitive.
- Very helpful - I would highly recommend it.
- The course I took gave me the motivation I needed to start my own business. I am now starting to realize the goals that I set for myself.
- Starting a business course was too general and covered too much material. Break it up into smaller pieces so people can follow along, i.e., filling out state and federal forms, contacting IRS and other programs. People go to class and then think they will complete the subject or information later. Big mistake -- because when they get around to it they forgot information and/or have questions. This delays and frustrates individuals -- I'll guess 10-15 percent of the people who take the class actually start a business.
- Would like some information on computer courses to help me in my business.
- Re question 10 about business/career goal - wanted more control of my work schedule and the people I work for.
- Please keep me informed on additional classes that might be of a benefit to me.
- My time is very valuable and I did not appreciate the "Let's wait until everyone is here" attitude of the instructors. I decided that I could read the materials on my own and that my time was better spent elsewhere. I was also turned off by the statement that if we did not start our own business within 6 months we would never do it. Why would anyone want to rush into such a difficult change? I am confident that by taking my time and acquiring skills needed to run my own business while someone else is employing me is a much more realistic and healthy approach. Lastly, I successfully ran my own painting service between ages 15-22 to put myself through school and I had zero instruction. I did things wrong but most of it was common sense. I did not need someone to tell me that shaving and bathing regularly would help improve my appearance.
- Re educational level -- AAS, technical school and trade school, 2 years. Re any additional comment -- The course was too fast, need more time and other people -- business owners to share with their input.

APPENDIX

- Survey Instrument

- Cover Letter



William Rainey Harper College
1200 West Algonquin Road
Palatine, Illinois 60067-7398
708-397-3000

Spring 1995

Dear Student in Small Business Management:

Over a five-year period every academic program at Harper College undergoes evaluation as a part of a Program Review. This year, Small Business Management is being reviewed.

You were identified as being a student in this program and we are asking you to complete the enclosed survey which asks about your background and interest, and your evaluation of the program and how it has helped you fulfill your goals.

Please take a few minutes to answer these questions and return the completed survey instrument in the stamped self-addressed envelope enclosed for your convenience. Since you are part of a sample responding to this survey it is important that everyone respond so that the answers will be representative of all students taking these Small Business Management courses.

Thank you for your cooperation.

Very truly yours,

John A. Lucas, Director
Office of Planning and
Research

jc
Enclosures

**SURVEY OF STUDENTS IN
SMALL BUSINESS**

- | | | |
|------------------------------------|--|---|
| 1- Gender | 2- Age | 3- Family Income Level |
| <input type="checkbox"/> A. Male | <input type="checkbox"/> A. Under 21 | <input type="checkbox"/> A. Under \$20,000 |
| <input type="checkbox"/> B. Female | <input type="checkbox"/> B. 21 - 25 | <input type="checkbox"/> B. \$20,000 - \$29,999 |
| | <input type="checkbox"/> C. 26 - 35 | <input type="checkbox"/> C. \$30,000 - \$39,999 |
| | <input type="checkbox"/> D. 36 - 45 | <input type="checkbox"/> D. \$40,000 - \$49,999 |
| | <input type="checkbox"/> E. 46 - 61 | <input type="checkbox"/> E. \$50,000 - \$75,000 |
| | <input type="checkbox"/> F. 62 and older | <input type="checkbox"/> F. Over \$75,000 |

- 4- Educational level
- A. Less than High School
 - B. High School
 - C. Some College
 - D. Bachelor's Degree
 - E. Advanced Degree

5- City/Village/Town of Residence: _____

- 6- Employment Status - Check (x) one
- A. Employed by someone else
 - B. Unemployed
 - C. Business owner

If you are currently a business owner, please respond to questions 7, 8, and 9. Otherwise, go directly to question 10.

7- What type of business is it? _____

8- How long have you been in business? _____

- 9- Why did you start your business? Check (x) one.
- A. It is a family business passed down from relatives.
 - B. Encouragement from friends, family, co-workers.
 - C. Wanted to work for myself.
 - D. Was unemployed and needed a "job".
 - E. Other - Specify - _____

- 10- Describe your business/career goal. Check (x) one.
- A. Start a business
 - B. Expand an existing business
 - C. Contribute more to my current/future employer's business

- 11- Where are you in your training schedule to accomplish your goals? Check (x) one
- A. This is the first course/seminar taken and plan to take more.
 - B. Have taken courses/seminars before and plan more in the future.
 - C. This is the last course/seminar to be taken at Harper College.

- 12- Why are you enrolled in this class? Check (x) one.
- A. To help me decide whether I want to own my own business.
- B. To help me know how to open the business I have been thinking about - Specify - _____
- C. To help me better manage my current business
- D. To help me expand my current business
- E. To help my employer and myself do business in better ways.
- 13- What was the primary means that prompted you to enroll in this class? Check (x) all that apply.
- A. Harper College Course Schedule (newsprint) received at home.
- B. A specific brochure sent to me at my home/business.
- C. Referral from a service corps or retired executives (SCORE) counselor
- D. Referral from a small business counselor at a small business development center
Name: _____
- E. Announcement in small business publications:
Title: _____
- F. Advertising in newspapers
- G. Advertising in small business publications
- H. Referral from a friend/relative who had taken a small business class at Harper College.
- I. Other - Specify - _____
- 14- How beneficial was this course to you? Check (x) one.
- A. Very beneficial
- B. Beneficial
- C. Somewhat beneficial
- D. Not beneficial
- 15- How likely is it that this course/seminar will help you fulfill your previously stated goals? Check (x) one.
- A. Very likely
- B. Likely
- C. Not very likely
- D. Not likely at all
- E. Not sure
- F. Not applicable
- 16- What is your opinion about the length of time of this course/seminar? Check (x) one.
- A. Too long
- B. Just right
- C. Too short
- 17- How convenient is the time of this offering? Check (x) one.
- A. Very convenient
- B. Somewhat convenient
- C. Not convenient - Please list more convenient times: _____
- D. List the day of the week and the times of your current class meetings: _____
- 18- Would you recommend this class to another potential student? Check (x) one.
- A. Yes
- B. No
- C. Not sure

19- What is your overall evaluation of the instruction you have received? Check (x) one.

- A. Excellent
- B. Very Good
- C. Adequate
- D. Less than adequate
- E. Poor

Comments on Instruction: _____

20- What is your overall evaluation of the environment of the classroom? Check (x) one.

- A. Pleasant
 - B. Satisfactory
 - C. Not so pleasant
 - C. Uncomfortable - Please explain: _____
- _____

21- How did you register? Check (x) one.

- A. FAX
- B. Touchtone Telephone - responded to a machine
- C. Phone-In - responded to a person

22- If you registered by FAX, was the process - Check (x) one.

- A. Easy
- B. Difficult

23- If you registered by Touchtone telephone, was the process - Check (x) one.

- A. Easy
- B. Difficult

24- If you registered by telephone, were you - Check (x) one.

- A. Helped quickly and pleasantly
- B. Helped quickly but not so pleasantly
- C. Kept waiting and helped pleasantly
- D. Kept waiting and helped not so pleasantly
- E. Could not easily get through to register

25- Did you register for more than one course/seminar at a time? Check (x) one.

- A. Yes - was ready to pay total bill all at once.
- B. Yes - willing to make a partial payment for the first class while waiting to pay for the second class.
- C. No - only wanted to register for one class.
- D. No - wanted to register for more than one class but was unable or unwilling to pay for all classes up front.

26- Were you able to register for all the classes you wished to take? Check (x) one.

- A. Yes
- B. No - the other classes were full
- C. No - I did not want to pay for all the classes I wanted up front, but I registered later as I could.
- D. No - I did not want to pay for all the classes I wanted up front and did not register for other classes later.

27- Did you ask for extra information about the class when you registered? Check (x) one.
 A. Yes - Customer assistance was pleasant
 B. Yes - Customer assistance was not so pleasant - Please explain: _____

 C. No

28- What was your experience during the process of registering for this course/seminar? Check (x) all that apply.
 A. Pleasant
 B. Easy
 C. Difficult
 D. Inaccurate information in the newspaper course schedule
 E. Difficulty in getting through to the Registration personnel
 F. Other: _____

29- Any Additional Comments? _____

THANK YOU for taking time out of your busy schedule to respond to this survey. Your feedback is very important to the Business and Professional Development Department at Harper College.



Operational Staff:

Janice Cook, Administrative Secretary
Cal Meltesen, Research Analyst
Karla Hill, Research Clerk
Susannah Swift, Clerk
Donna Woodruff, Clerk



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