



EXECUTIVE SUMMARY OF THE EDUCATIONAL NEEDS ANALYSIS

The Education Needs Assessment was created in Survey Monkey and distributed via e-mail to Roanoke Valley Society for Human Resource Managers, ASTD Board Members, and select recipients from the Chamber of Commerce, and other interested parties from our databases. A total of 66 individuals completed the survey.

For sections with program recommendations, if the responses were programs that are already part of the Center offerings, and if those programs are offered on a regular basis, the responses were removed from program recommendations.

RHEC AWARENESS QUESTIONS

86% of respondents indicated they were very familiar or familiar with workforce training and higher educational opportunities in the Roanoke Valley. 87% of the respondents indicated that they were at least somewhat familiar with our business model and the types of programs offered here. Of those, 59% were very familiar.

IDENTIFYING GROWTH CLUSTERS OF INDUSTRY AND EMPLOYMENT

Using the 11 employment Clusters identified by John McNamara last year, respondents were asked if they agreed that these were employment and economic growth areas for the Valley. Five main growth clusters emerged, ranked in order of greatest impact:

1. Healthcare
2. Information Technology
3. Education
4. Business, Finance, Insurance
5. Biomedical

UNDERGRADUATE PROGRAMS NEEDED

Respondents were asked to indicate which Undergraduate programs were most needed in the Valley. 20 people provided input. The results are as follows:

Business and Technology

Economics

Human Resources

Education/Licensure

Instructional Design

Special Education (SpEd)

English Language Learners (ELL)

Foreign Language

Middle School Subjects

Health and Human Services

Physical Therapy

Paramedic

Pharmaceutical

IT

Information Technology (5)

Science/Mathematics - For Healthcare

Chemistry

Biology

Mathematics

Science/Mathematics - For Teaching

Chemistry

Biology

Mathematics

Middle School Math/Science

Service

Hotel/Tourism

Catering

Other

Library Science

Engineering

Architecture

GRADUATE PROGRAMS NEEDED

Respondents were asked to indicate which graduate programs were most needed in the Valley. 19 people provided input. The results are as follows

Business and Technology

MBA in Sustainable Development

Green Technology (business and engineering)

Computer Technology

Integrated Science and Technology

Doctor of Business Administration

Human Resource Management

Health and Human Services

Social Work
Pharmacy
Physical Therapy

Science/Mathematics

Biology
Chemistry
Mathematics

Service

Hotel/Tourism

Other

Library Science
English
History and Social Science

CERTIFICATE PROGRAMS NEEDED

Respondents were asked to indicate which certificate programs were most needed in the Valley. 15 provided answers. Of note, nearly 1/3 of the respondents indicated that PHR or SPHR certification classes were needed. Mary Baldwin College already offers a preparatory course so it is unclear whether respondents do not know about the course, or simply want other alternatives. As indicated in the opening paragraph, PHR/SPHR program needs were removed from this section since it is a program the Center regularly offers. Other results are as follows:

Business and Technology

Certified Purchasing Manager
Microsoft Certified Engineer
Certified Professional and Learning and Performance (CPLP, part of ASTD)
Lean Manufacturing
Black Belt, Six Sigma
Public Administration

Health and Human Services

Physical Therapy Assistant
Occupational Therapy
Emergency Medical Technician
Pharmacy Tech

Trades

Masonry
Technical and trade
Manufacturing

Other

Criminal Justice
Toastmasters

WORKFORCE DEVELOPMENT

Respondents were asked to indicate which workforce development programs were most needed in the Valley. 16 provided answers as follows

Healthcare (any)
Secretarial Skills
Manufacturing
Back to Work Mother's Program
Training
Leadership development
21st Century Skills
Project Management
General Business outside degree or certificate programs
English as a second language
Soft skills
Basic Computer skills
We need to support small startup companies and people who have not graduated from college but are vitally needed in businesses
Food industry-better what we have...not build more

EDUCATIONAL PHILOSOPHY OF RESPONDANT'S COMPANIES

The remainder of the assessment included questions on tuition reimbursement policies and requirements for tuition reimbursement. 41 people responded. 65% of companies offered partial tuition reimbursement. 36% offer full reimbursement. Overwhelmingly courses must be related to the work of the company. Only 65% require the employee to be in a degree program. Limited resources, followed by limited flexibility in employee schedules, were the largest barriers to supporting tuition assistance and development of educational leave policies.

DEMOGRAPHIC INFORMATION OF RESPONDENTS

Respondents were from 18 different industries around the Roanoke Valley. 50% had more than 500 employees, 22% had 101 to 250 employees and 16% had fewer than 20 employees.

OVERALL RECOMMENDATIONS FOR PURSUING EDUCATIONAL PARTNERS AND PROGRAMS

The RHEC should pursue partners and programs that fall into the top 5 projected growth industries in the Valley as follows:

1. Healthcare
2. Information Technology
3. Education
4. Business, Finance, Insurance
5. Biomedical

Matching respondent’s desired programs to the growth industries yields these specific target programs:

<u>Program</u>	<u>Undergraduate</u>	<u>Graduate</u>	<u>Certificate</u>	<u>Workforce Dev.</u>
Economics	<u>X</u>			
Human Resources	<u>X</u>	<u>X</u>		
Teaching – Special Education, English Language Learners, Foreign Language, Middle School Subjects, Chemistry, Biology, Mathematics	<u>X</u>			
Physical Therapy	<u>X</u>	<u>X</u>	<u>X</u>	
Paramedic	<u>X</u>		<u>X</u>	
Occupational Therapy		<u>X</u>	<u>X</u>	
Pharmaceutical	<u>X</u>	<u>X</u>	<u>X</u>	
Information Technology	<u>X</u>	<u>X</u>		
Chemistry	<u>X</u>	<u>X</u>		
Biology	<u>X</u>	<u>X</u>		
Mathematics	<u>X</u>	<u>X</u>		
MBA in Sustainable Development/Green Technology		<u>X</u>		
Doctor of Business Administration		<u>X</u>		
Social Work		<u>X</u>		
Certified Purchasing			<u>X</u>	

Manager				
Microsoft Certified Engineer			<u>X</u>	
Certified Professional and Learning and Performance (CPLP)			<u>X</u>	
Lean Manufacturing			<u>X</u>	
Six Sigma, Black Belt			<u>X</u>	
Public Administration			<u>X</u>	
Project Management			<u>X</u>	<u>X</u>
Healthcare (any)				<u>X</u>
Secretarial Skills				<u>X</u>
Manufacturing				<u>X</u>
IT (programmers, developers, web experts)				<u>X</u>
Leadership Development				<u>X</u>
Soft skills (communication, etc.)				<u>X</u>
Basic Computer Skills				<u>X</u>

Matching respondent's requests to those more often requested in the Career Center, Healthcare related, Teacher Certification at the secondary level and specialty areas such as Special Education and English Language Learners, and IT related degrees and certifications, along with basic computer skills, should be pursued to be added to the program offerings of the RHEC.