

Survey Materials

Telephone Questionnaire

WTECB
2007 Employee Satisfaction Survey
Questionnaire – August 2007

INTRODUCTION / SCREENER

INTRO1 May I please speak to [SHOW CONTACT NAME]?

- 1 BEING TRANSFERRED TO CONTACT
- 2 CONTACT NOT AVAILABLE NOW [SCHEDULE CALLBACK]
- 3 CONTACT NAME UNKNOWN [SKIP TO INTRO2B]
- 9 DON'T KNOW / REFUSED [CTRL-END, DISPOS AS INITIAL REFUSAL]

INTRO2 [RESPONDENTS WHO HAVE NOT COMPLETED THE NEEDS & PRACTICES SURVEY – PRESELECTED SAMPLE]

Hello, this is _____ at Northwest Research Group, calling on behalf of the Association of Washington Business and the Washington State Workforce Training and Education Coordinating Board. You have been selected as one of the employers in Washington State to be asked to participate in a survey about the skill levels of employees hired in the last 12 months. This call is for research purposes only and does not involve sales of any kind.

The results of this survey will help gauge employer satisfaction and will be used in State performance accountability measures. Will now be a good time to complete the survey?

[IF NECESSARY: If you have any questions or would like further information about this survey, you can contact Tomomi Watanabe or Katie McSherry of Northwest Research Group at 1-800-545-5909.]

- 1 YES [SKIP TO INTRO3]
- 2 NO [SKIP TO INTRO4]
- 9 DON'T KNOW / REFUSED [SKIPTO THANK8 – DISPOS = 8]

INTRO2A [RESPONDENTS WHO HAVE COMPLETED THE NEEDS & PRACTICES SURVEY]

Hello, this is _____ at Northwest Research Group, calling on behalf of the Association of Washington Business and the Washington State Workforce Training and Education Coordinating Board. You recently participated in a [SHOW APPROPRIATE: mail, telephone, online] survey regarding workforce training. We greatly appreciate your participation and based on your answers, we would like to ask a few additional questions about your satisfaction with the skill levels of specific employees hired in the last 12 months. This call is for research purposes only, and does not involve sales of any kind.

The results of this survey will help gauge employer satisfaction and will be used in State performance accountability measures. Will now be a good time to complete the survey?

[IF 'ANNOYED' AT ADDITIONAL SURVEY: I realize your time is valuable and I thank you for the information you have already provided. This additional survey is crucial in that the information obtained will be used to further clarify and fine-tune the answers obtained in the mail survey, thereby allowing the Washington State Workforce Training and Education Coordinating Board to better serve the needs of WA businesses such as yours. If you would like, I can call back at a time that would be more convenient for you.]

[IF NECESSARY: If you have any questions or would like further information about this survey, you can contact Tomomi Watanabe or Katie McSherry of Northwest Research Group at 1-800-545-5909.]

- 1 YES [**SKIP TO INTRO3**]
- 2 NO OR PREFER TO BE CALLED BACK AT A MORE CONVENIENT TIME [**SKIP TO INTRO4**]
- 9 DON'T KNOW / REFUSED [**SKIPTO THANK8 – DISPOS = 8**]

INTRO2B [CONTACT NAME UNKNOWN]

Hello, this is _____ at Northwest Research Group, calling on behalf of the Association of Washington Business and the Washington State Workforce Training and Education Coordinating Board. Your business has been selected as one of the employers in Washington State to be asked to participate in a survey about the skill levels of employees hired in the last 12 months. This call is for research purposes only and does not involve sales of any kind.

Your organization's experience and insight will be valuable to policy makers in planning future workforce development activity. The results of this survey will help gauge employer satisfaction and will be used in State performance accountability measures.

We are looking to speak with the person in your firm who has the most knowledge of your employee training programs and training needs. Would that be you?

[IF NECESSARY: If you have any questions or would like further information about this survey, you can contact Tomomi Watanabe or Katie McSherry of Northwest Research Group at 1-800-545-5909.]

- 1 YES – [SPECIFY: Can I have your name?] [**SKIP TO INTRO3**]
- 2 NO [**ASK TO SPEAK TO THAT PERSON AND GET NAME, RE-INTRODUCE**]
- 9 DON'T KNOW / REFUSED [**CRTL-END, DISPOS AS INITIAL REFUSAL**]

INTRO3 First let me assure you that all of the information you provide will be kept completely confidential and your name will never be revealed or used. We are interested in learning about anyone your firm or organization has hired in the last 12 months and who were trained by various types of educational institutions or training programs. Answers to all questions are voluntary, but please answer the questions to the best of your ability.

This call may be monitored or recorded for quality purposes.

[PRESS ANY KEY TO CONTINUE] [**SKIP TO ESCR1**]

INTRO4 You can also participate in this survey online. Would taking an online survey fit better with your schedule?

- 1 YES
- 2 NO [**SCHEDULE CALLBACK**]
- 9 DON'T KNOW / REFUSED [**SKIPTO THANK8 – DISPOS = 8**]

INTRO5 Great. We will send you a link via email in order to participate in the survey online.

What is your email address?

[**OPEN-END**] [**CONFIRM SPELLING & PUNCTUATION**]

[**SKIP TO THANK1– DISPOS = 31**]

SCREENING QUESTIONS

ESCR1 In the last 12 months, has your firm/organization hired any new employees who had recently completed a...
Vocational education program at a high school or vocational skills center?

This question refers to vocational education only. It does not pertain to anyone who was enrolled in a college preparatory or general education program at a high school.

ESCR2 In the last 12 months, has your firm/organization hired any new employees who had recently completed a...
Vocational certificate or vocational degree program at a community or technical college?

This question refers to vocational training only. It does not pertain to anyone who pursued general liberal arts training leading to an associate of arts degree - A.A. – from a community college.

ESCR3 In the last 12 months, has your firm/organization hired any new employees who had recently completed a...
Workforce Development Council or Workforce Investment Act training program?

ESCR4 In the last 12 months, has your firm/organization hired any new employees who had recently completed a...
Training program at a private vocational or technical school?

ESCR5 In the last 12 months, has your firm/organization hired any new employees who had recently completed an...
Apprenticeship program?

ESCR6 In the last 12 months, has your firm/organization hired any new employees who had recently...
Participated in any adult basic skills classes, such as GED and English as a Second Language, at a community or technical college or community based organization?

ESCR7 In the last 12 months, has your firm/organization hired any new employees who had recently completed a...
Four-year college or university?

ESCR8 In the last 12 months, has your firm/organization hired any new employees who you found using...
Go2worksource.com, Washington State's official site for online employment services?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

[IF RESPONDENT DOES NOT ANSWER "YES" TO ANY OF THE 7 SCREENING QUESTIONS, SKIP TO THANK2]

HIGH SCHOOL VOCATIONAL EDUCATION PROGRAMS

[SKIP TO ES5 IF SCR1<>1]

ES2 I am going to read you a list of skills that new employees who had recently completed a vocational education program at a high school or vocational skills center may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES2A – Q2K]

(How satisfied was your organization with the new employees'...)

- ES2A READING SKILLS
- ES2B Writing skills
 - ES2C Math skills
 - ES2D Occupation-specific skills needed to do the job
 - ES2E Computer skills
 - ES2F Team work skills
 - ES2G Problem solving or critical thinking skills
 - ES2H Communication skills
 - ES2I Positive work habits and attitudes
 - ES2J Ability to accept supervision
 - ES2K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

[ROTATE ES3A – ES3B]

ES3A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed a vocational education program at a high school or vocational skills center?

ES3B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed a vocational education program at a high school or vocational skills center?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

COMMUNITY OR TECHNICAL COLLEGE

[SKIP TO ES8 IF SCR2<>1]

ES5 I am going to read you a list of skills that new employees who had recently completed a vocational certificate or vocational degree program at a community or technical college may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES5A – ES5K]

(How satisfied was your organization with the new employees'...)

- ES5A READING SKILLS
- ES5B Writing skills
 - ES5C Math skills
 - ES5D Occupation-specific skills needed to do the job
 - ES5E Computer skills
 - ES5F Team work skills
 - ES5G Problem solving or critical thinking skills
 - ES5H Communication skills
 - ES5I Positive work habits and attitudes
 - ES5J Ability to accept supervision
 - ES5K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

[ROTATE ES6A – ES6B]

ES6A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed a vocational certificate or vocational degree program at a community or technical college?

ES6B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed a vocational certificate or vocational degree program at a community or technical college?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

**WORKFORCE DEVELOPMENT COUNCIL OR WORKFORCE INVESTMENT ACT
TRAINING PROGRAMS**

[SKIP TO ES11 IF SCR3<->1]

ES8 I am going to read you a list of skills that new employees who had recently completed a Workforce Development Council or Workforce Investment Act training program may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES8A – ES8K]

(How satisfied was your organization with the new employees'...)

- ES8A READING SKILLS
- ES8B Writing skills
 - ES8C Math skills
 - ES8D Occupation-specific skills needed to do the job
 - ES8E Computer skills
 - ES8F Team work skills
 - ES8G Problem solving or critical thinking skills
 - ES8H Communication skills
 - ES8I Positive work habits and attitudes
 - ES8J Ability to accept supervision
 - ES8K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

[ROTATE Q9A – Q9B]

ES9A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed a Workforce Development Council or Workforce Investment Act training program?

ES9B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed a Workforce Development Council or Workforce Investment Act training program?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

PRIVATE VOCATIONAL / TECHNICAL SCHOOL

[SKIP TO ES14 IF SCR4<>1]

ES11 I am going to read you a list of skills that new employees who had recently completed a training program at a private vocational or technical school may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES11A – ES11K]

(How satisfied was your organization with the new employees'...)

- ES11A READING SKILLS
- ES11B Writing skills
 - ES11C Math skills
 - ES11D Occupation-specific skills needed to do the job
 - ES11E Computer skills
 - ES11F Team work skills
 - ES11G Problem solving or critical thinking skills
 - ES11H Communication skills
 - ES11I Positive work habits and attitudes
 - ES11J Ability to accept supervision
 - ES11K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

[ROTATE ES12A – ES12B]

ES12A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed a training program at a private vocational or technical school?

ES12B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed a training program at a private vocational or technical school?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

APPRENTICESHIP PROGRAMS

[SKIP TO ES17 IF SCR5<>1]

ES14 I am going to read you a list of skills that new employees who had recently completed an apprenticeship program may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES14A – ES14K]

(How satisfied was your organization with the new employees'...)

- ES14A READING SKILLS
- ES14B Writing skills
 - ES14C Math skills
 - ES14D Occupation-specific skills needed to do the job
 - ES14E Computer skills
 - ES14F Team work skills
 - ES14G Problem solving or critical thinking skills
 - ES14H Communication skills
 - ES14I Positive work habits and attitudes
 - ES14J Ability to accept supervision
 - ES14K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

[ROTATE ES15A – ES15B]

ES15A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed an apprenticeship program?

ES15B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed an apprenticeship program?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- 1 VERY DISSATISFIED
- 2 SOMEWHAT DISSATISFIED
- 3 SOMEWHAT SATISFIED
- 4 VERY SATISFIED
- 8 NOT ABLE TO EVALUATE
- 9 DON'T KNOW / REFUSED

ADULT BASIC SKILLS

[SKIP TO ES19 IF SCR6<>1]

ES17 I am going to read you a list of skills that new employees who had recently participated in any adult basic skills classes, such as GED and English as a Second Language, at a community or technical college or community based organization may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES17A – ES17K]

(How satisfied was your organization with the new employees'...)

ES17A READING SKILLS

ES17B Writing skills

ES17C Math skills

ES17D Occupation-specific skills needed to do the job

ES17E Computer skills

ES17F Team work skills

ES17G Problem solving or critical thinking skills

ES17H Communication skills

ES17I Positive work habits and attitudes

ES17J Ability to accept supervision

ES17K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- | | |
|---|-----------------------|
| 1 | VERY DISSATISFIED |
| 2 | SOMEWHAT DISSATISFIED |
| 3 | SOMEWHAT SATISFIED |
| 4 | VERY SATISFIED |
| 8 | NOT ABLE TO EVALUATE |
| 9 | DON'T KNOW / REFUSED |

[ROTATE Q18A – Q18B]

ES18A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently participated in any adult basic skills classes at a community or technical college or community based organization?

ES18B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently participated in any adult basic skills classes at a community or technical college or community based organization?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- | | |
|---|-----------------------|
| 1 | VERY DISSATISFIED |
| 2 | SOMEWHAT DISSATISFIED |
| 3 | SOMEWHAT SATISFIED |
| 4 | VERY SATISFIED |
| 8 | NOT ABLE TO EVALUATE |
| 9 | DON'T KNOW / REFUSED |

FOUR-YEAR COLLEGES OR UNIVERSITIES

[SKIP TO ES24 IF SCR7<>1]

ES19 I am going to read you a list of skills that new employees who had recently completed a **four-year college or university** may have learned. For each one, please tell me how satisfied was your firm/organization with each of the skills.

The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE ES19A – ES19K]

(How satisfied was your organization with the new employees'...)

ES19A READING SKILLS

ES19B Writing skills

ES19C Math skills

ES19D Occupation-specific skills needed to do the job

ES19E Computer skills

ES19F Team work skills

ES19G Problem solving or critical thinking skills

ES19H Communication skills

ES19I Positive work habits and attitudes

ES19J Ability to accept supervision

ES19K Ability to adapt to changes in duties and responsibilities

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- | | |
|---|-----------------------|
| 1 | VERY DISSATISFIED |
| 2 | SOMEWHAT DISSATISFIED |
| 3 | SOMEWHAT SATISFIED |
| 4 | VERY SATISFIED |
| 8 | NOT ABLE TO EVALUATE |
| 9 | DON'T KNOW / REFUSED |

[ROTATE ES20A – ES20B]

ES20A How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who had recently completed a four-year college or university?

ES20B How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who had recently completed a four-year college or university?

(Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?)

- | | |
|---|-----------------------|
| 1 | VERY DISSATISFIED |
| 2 | SOMEWHAT DISSATISFIED |
| 3 | SOMEWHAT SATISFIED |
| 4 | VERY SATISFIED |
| 8 | NOT ABLE TO EVALUATE |
| 9 | DON'T KNOW / REFUSED |

[SKIP TO ES37 IF ESCR8<>1]

ES21A How satisfied was your firm/organization with Go2WorkSource.com as a resource to recruit new employees?

Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

- 1 Very Dissatisfied
- 2 Somewhat Dissatisfied
- 3 Somewhat Satisfied
- 4 Very Satisfied
- 5 Not Able To Evaluate

[ROTATE ES21B AND ES21C]

ES21B How satisfied was your firm/organization with the **overall productivity** of the work performed by the new employees who you hired through Go2WorkSource.com?

Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

- 1 Very Dissatisfied
- 2 Somewhat Dissatisfied
- 3 Somewhat Satisfied
- 4 Very Satisfied
- 5 Not Able To Evaluate

ES21C How satisfied was your firm/organization with the **overall quality** of the work performed by the new employees who you hired through Go2WorkSource.com?

Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

- 1 Very Dissatisfied
- 2 Somewhat Dissatisfied
- 3 Somewhat Satisfied
- 4 Very Satisfied
- 5 Not Able To Evaluate

FIRMOGRAPHICS

Q28 Are you willing to share your answers to this questionnaire with staff of your local Workforce Development Council? This will help them to identify employers with skill development needs.

If your answer is No, your individual responses will not be shared with Workforce Development Council staff.

- 1 YES
- 2 NO
- 3 SOMEWHAT SATISFIED

COMMENTS Do you have any comments about this survey? Feel free to make suggestions about important topics or issues that we may not have covered.

[OPEN END]

DIAL And finally, just to verify, did I reach you by dialing [PHONE NUMBER]?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

CORRECT [IF DIAL=2] What is your correct phone number?

- ### - #### ENTER PHONE NUMBER

999-999-9999 REFUSED

THANK Thank you for your time and effort in participating in this survey. If you have any questions, please, feel free to call us at 1 (800) 545-5909. Have a nice day.

[PRESS ANY KEY TO END INTERVIEW]

[DISPOS=51]

THANK1 Thank you for agreeing to take this survey online. If you have any questions, please, feel free to call us at 1 (800) 545-5909. Have a nice day.

[PRESS ANY KEY TO END INTERVIEW]

[DISPOS=31]

THANK2 Thank you for your time, but we are only interviewing firms that have hired new employees with these types of education.

[PRESS ANY KEY TO END INTERVIEW]

[DISPOS=15]

THANK8 Thank you for your time, but we cannot continue without that information.

[PRESS ANY KEY TO END INTERVIEW]

[DISPOS=8]