



Workforce System Performance Measures “Customer Satisfaction” Work Group Meeting Notes

OED First Floor, Auditorium

Weekly Meeting | May 28, 2014

Present: Jennifer Granera, Rick Heinichen, Brooke Jackson, Graham Slater, Cheryl Nee-Gieringer

Absent: Belit Burke, Alma Estrada, Karen Humelbaugh, John Glen, Kristen Jones, Robin Onaclea-Scott, Rachel Soto

Agenda Items

- 10:00 Review 5/21/14 Meeting Notes
- 10:05 Clarify: What’s our goal?
- 10:10 Condense list of Employer Survey Questions
- 10:40 Discuss: Survey Distribution Options
- 10:50 Next Steps
- 10:55 Adjourn

Meeting Notes

Review 5/21/14 Meeting Notes (10:09)

Group read meeting notes. No comments or changes.

Clarify: What’s Our Goal? (10:10)

During the 5/21 meeting, the group felt there was a disconnect between the conceptual question and conceptual definition for business satisfaction. Brooke emailed Graham to ask for clarification on this matter. In summary his response was, ‘The main thing the workforce system does for businesses is help them find qualified workers. So it is our view that if a business says they are very satisfied with the overall service they received



from the workforce system, that means, in most cases, we helped them find the workers they needed.’

Group felt this response clarified the matter. Group decided to retain original scope of employers who will be included in the business satisfaction survey.

Condense List of Employer Survey Questions

Group DECIDED to INCLUDE Possible Additional Question 1 which reads, *“Did you hire an employee through the (workforce system)? (Y/N/DK)”* It has two options sub-questions: *“If yes, how satisfied were you with the person you hired? If no, why not?”* This question will only be asked of employers who post a job listing with the workforce system or who are enrolled in JOBS Plus.

Group DECIDED to EXCLUDE Possible Additional Question 2. The portion of job listings and therefore employers who receive referrals from the workforce system is going to be decrease after the upcoming changes to iMatchSkills, therefore the pool of employers for whom this question would be relevant is (or will be) very small.

Group DECIDED to EXCLUDE Possible Additional Question 3. It has the same problem as Question 2 in that the workforce system will only be referring job seekers to a small portion of employers. There are also a lot of factors that influence an employer’s hiring timeline, some of which may be internal to the company and outside of the control of the workforce system. Therefore employer responses to this question would not be sufficiently informative or actionable.

Group DEDICDED to INCLUDE Possible Additional Question 4 with the following modification to the wording: *“If you have job openings in the future, would you list your job openings with the (workforce system)?”* The question would be asked of all employers.

Group DECIDED that the FINAL QUESTION for all employers will be: *“Would you recommend our services to your fellow employers?”* The specific wording of this question needs improvement.

Possible Additional Questions 6-9 came from WSI. Cheryl recommended excluding all of these questions because they are geared mostly to the needs of WSI and might be somewhat outside the scope of the business satisfaction survey. ★ Cheryl will discuss with her staff the possibility of excluding these questions and report back to the group.



Discuss: Survey Distribution Options

Group did not have time for this topic. It will be added to the agenda for the next meeting.

Next Steps: Homework

- ★ **Brooke:**
 1. Talk with John about how to incorporate business information into PRISM. (Should the Program Experts group see to this, or...?)
 2. Distribute today’s meeting notes
 3. Schedule at least one more meeting for this group (in addition to next week’s meeting)

- ★ **Cheryl:** Discuss with WSI staff the business satisfaction questions they submitted and determine whether they still want to include the questions. Report on this to the group at the next meeting.

Next Meeting is on June 4 from 10am-11:30am in OED Auditorium

