



Oregon Workforce System Workforce System Performance Measures *Customer Satisfaction Work Group* Charter

Project Name	Workforce System Performance Measures: Customer Satisfaction Work Group
Sponsors	Governor's Office, Oregon Workforce Investment Board, Oregon Employment Department
Work Group Lead	Brooke Jackson, Oregon Employment Department
Work Group Members	Oregon Employment Department: John Glen, Graham Slater, Kristin Kaylor-Jones, Rick Heinichen Department of Human Services: Belit Burke, Alma Estrada, Jennifer Granera Department of Community Colleges and Workforce Development: Karen Humelbaugh, Rachel Soto Local Workforce Investment Boards: Cheryl Nee-Geiringer (WSI), Robin Onaclea-Scott (LWP)
Problem Statement	<p>Two (or more) of Oregon's new workforce system performance measures focus on the degree to which customers of the system – both individuals and businesses – are satisfied with the services they receive.</p> <p>A previous work group developed a conceptual approach for a pattern of customer satisfaction surveys that would be consistent across workforce agencies, would minimize response burden on customers, and would meet legislative requirements for customer satisfaction performance measures. Those customer satisfaction surveys might have seven (approximately) simple questions for the customers. Responses to two or three of those questions will be part of the workforce system's "key" performance measures, as approved by the Oregon Workforce Investment Board.</p> <p>While many broad concepts have been agreed on, there are many operational details (e.g. timing, frequency, data reporting) that need discussion and resolution.</p>
Work Group Purpose & Scope	<p>The purpose of this work group is to:</p> <ol style="list-style-type: none">1. Review background/conceptual information developed by a 2013 customer satisfaction work group.2. Review the customer satisfaction measures approved by the Oregon Workforce Investment Board and understand the linkages between the proposed customer satisfaction surveys and the summary measures to be used by OWIB. (Graham Slater, Karen Humelbaugh, and John Glen were all participants in the earlier work group and discussions, and can take the lead on briefing this new group on the topics covered in #1 and #2.)3. Agree on the scope of customers that will be included in the new system-wide customer satisfaction surveys.



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4. Finalize the questions that will be asked and the wording of those questions.
 5. Determine all operational details for the surveys. Examples include:
 - a. Frequency – daily? monthly? quarterly? annually?
 - b. Timing – after the customer has found a job/filled their vacancy? one week after the customer registers as a job seeker or lists a job opening?
 - c. Universe or sample?
 - d. Electronic surveys?
 - e. Etc.
 6. Identify ways to collect, track, keep, analyze data based on the surveys.
 7. Identify ways this customer satisfaction data can be incorporated into the broader performance measures system.
 8. Produce a final summary document, containing the above information.

Work Group Milestones

- Hold organizational meeting by April 25, 2014.
 - Produce draft report, for review by Graham Slater and Karen Humelbaugh, by June 13, 2014.
 - Produce final report by June 30, 2014.
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