

ECONOMIC DEVELOPMENT
BOARD RULE 400.0400.00
SATISFACTION SURVEY RESULTS
BOARD OF TRUSTEES MEETING: AUGUST 26, 2010

Belmont Technical College helps meet the training needs of its three-county service district by providing professional development, public safety, customized training, and community enrichment opportunities. Training consists of both credit and non-credit courses. Monitoring the stakeholders' satisfaction with the training is one aspect of systematic assessment and documentation of Belmont Technical College's success in meeting the needs of employers and their employees in our tri-county area (*Ends Policies, Section IV, 400.0400.00 Economic Development*). Belmont Technical College's systematic approach to monitoring workforce development activities relies upon data gathered by the Community Education and Workforce Development department, which is then stored for data analysis and historical reference.

This report presents data generated from administration of satisfaction surveys at the end of trainings and classes offered by the Workforce Development and Community Education department. The report includes a narrative summary on the results of satisfaction surveys, analysis of the data, and recommendations for improvement.

Data and analysis

During the 2008/2009 academic year, the Workforce Development and Community Education department conducted a survey of employers who had arranged for their employees to have training through the College. The goal of the survey was to determine employers' satisfaction with training provided to their employees. Four employers in the area of Public safety responded to an email message and accessed the online survey. Overall, the survey was designed to explore two main issues: employers satisfaction with the training their employees received; employers' satisfaction with Belmont's administrative services in support of their training needs. In regard to employers' satisfaction with training, employers were asked to rate their satisfaction on a seven-point scale where a rating of "1" represented "only slightly," and "7" represented "to a great extent." Data for that question are represented in Figure 1, *Employers' satisfaction with training employees received at Belmont*

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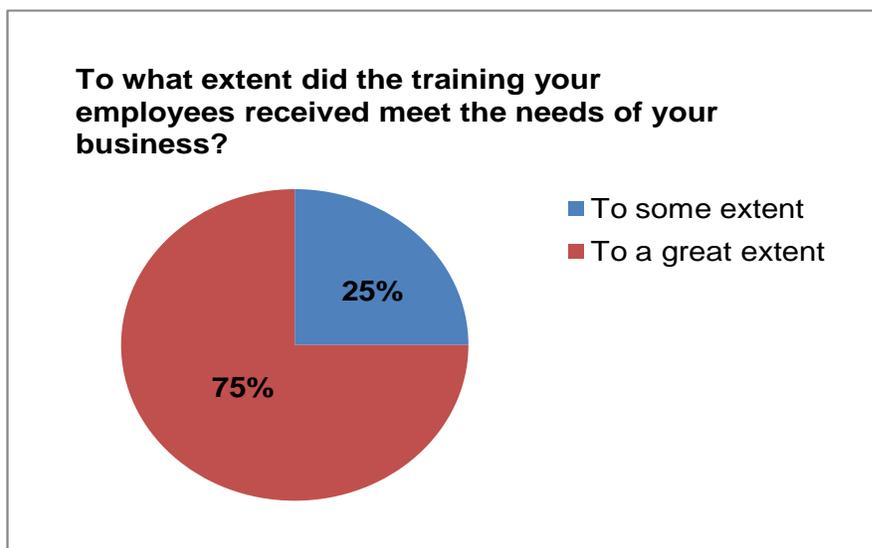
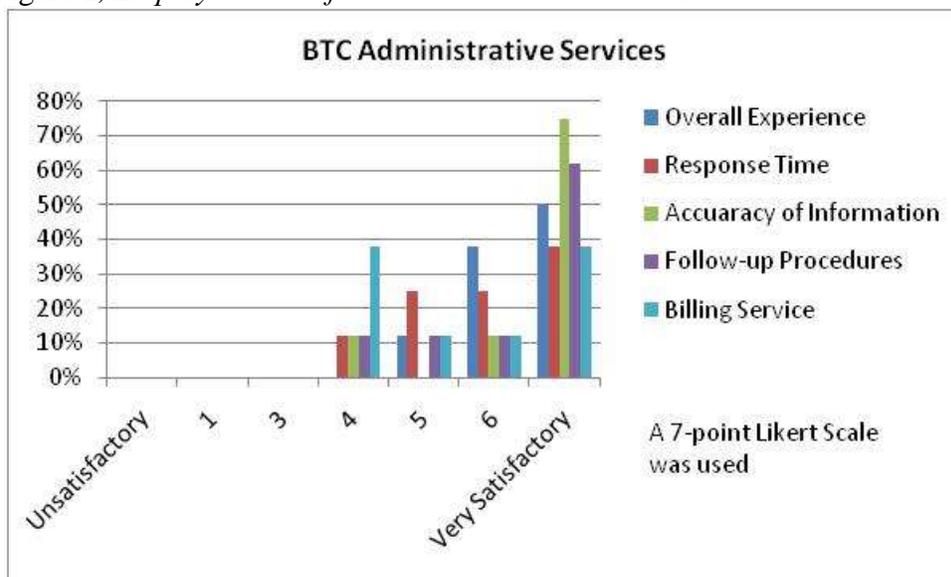


Figure 1, *Employers' satisfaction with training employees received at Belmont* shows the percent of surveyed employers who indicated that the training their employees received met their needs. The chart in Figure 1 shows that 25 percent of employers indicated they were satisfied and 75 percent indicated they were satisfied to a great extent.

Data showing how employers' rated their satisfaction with administrative services are displayed in the Figure 2, *Satisfaction with administrative services*. *Administrative services* addressed four areas in the survey. 1) The College's response time from the initial point of contact with BTC to actual implementation of the training; 2) The accuracy of information received from BTC; 3) Follow-up services from the College; 4) Satisfaction with billing processes. Responses to the survey questions asking about administrative services indicated a similar level of satisfaction. Figure 2, *Employers' satisfaction with administrative services*, shows frequency of responses on a seven point Likert-type scale. The highest rating overall, above 70 percent rating "very satisfactory" was for "accuracy of information." The ratings for "billing services" showed the greatest variability with close to 40 percent indicating a mid-range of satisfaction.

Figure 2, *Employers' satisfaction with administrative services*



Students are given surveys at the end of trainings and courses to rate their satisfaction with course content and instructional delivery. The student surveys are paper and pencil instruments administered by the instructor of the training. Student surveys are distributed at the end of the courses, collected by the instructor, entered into a database by the Workforce Development and Community Education staff, and then analyzed. The participation rate in the student satisfaction survey indicated that the survey was administered in 82 courses (44 percent) and 654 students completed surveys (41 percent).

Data from the student satisfaction surveys showed that a majority of students agreed or strongly agreed with statements aimed at measuring their satisfaction with course content. The 654 students who completed the surveys generated 3,924 responses to questions such as, "This course taught me what I needed to know;" "This course was exactly the right length;" "This course met my expectations in terms of difficulty level." More than 95 percent of the responses were in the "agree" or "strongly agree" categories.

When the same students were asked to rate the instructional delivery on the same scale, more than 98 percent indicated they agreed or strongly agreed with the survey statements. When

asked to rate agreement with the statement, “My trainer was enthusiastic and engaging,” none of the respondents disagreed with the statement.

Conclusions/Recommendations

Based upon the data from survey instruments administered to employers and to students, the Workforce Development and Community Education department set targets for improvement that address employers’ satisfaction with the training and administrative services they receive and students’ satisfaction with course content and instructional delivery. The processes of administering satisfaction surveys, entering data into software, and analysis of data will be reviewed in the next academic year in order to close the gaps between where the department is now and goals the department has set for the future.

Targets for improvement include the following for the 2010/2011 academic year:

1. Increase response rate for employers’ surveys by 25%.
2. Increase employers’ ratings of satisfaction with administrative services from four to six in the areas of “response time,” “follow-up procedures,” and “billing services.”
3. Increase the number of Workforce Development and Community Education class and training instructors who administer the survey.
4. Increase the response rate on student surveys by 20%.