

**AGENDA ITEM B4: ECONOMIC DEVELOPMENT**  
**BOARD RULE 400.0400.00**  
**EMPLOYER SATISFACTION SURVEYS**  
**BOARD OF TRUSTEES MEETING: AUGUST 22, 2013**

The Workforce and Economic Development (WF/ED) Department surveys employers after their employees complete training at the college. Employer survey methods include paper and pencil instruments, internet surveys, and telephone interviews. The purpose of conducting employer surveys is to gather feedback from the business and industry employers in order to improve the experience of customers, and the trainings delivered by the WF/ED Department.

During the 2012/2013 year, employers who contracted for workforce training provided responses to ten questions aimed at assessing satisfaction with their experience at Belmont and with the trainings. In addition to the ten survey items measured on a Likert scale, two open-ended questions were asked on the survey. In one question, employers were asked for suggestions about other trainings in which they would be interested for the future. The final question on the survey asked for additional comments and suggestions for improving the training(s) and/or the services provided by the WF/ED Department.

**Presentation of Data**

Employers for whom the WF/ED Department delivered trainings can be reviewed in two groups. The first group comprises business and industry organizations that responded to surveys and offered feedback. The second group of employers includes only EMS/fire-safety services in southeastern Ohio. Thirty employer surveys were sent out and seventeen were returned, for a 56.7% response rate.

WF/ED employees gather, review, and analyze data from the surveys. Analyses and data are shared with the department director and others in the College who are impacted by the findings. Suggestions from business and industry and EMS/fire-safety employers provide data for continuous quality improvement. Table 1, *Business and industry employer survey responses/issues, 2012/2013*, displays quotes suggested by employers.

Table 1, *Business and industry employer survey issues, 2012/2013*

1. "Very satisfied with this instructor;"
2. "No issues, everything was good;"
3. Send reminders of class date and time to participants;
4. "Instructor could improve time management of class;"
5. Invoice was sent months after training completed;
6. Neutral response to "Students demonstrated improvement following training;"
7. Neutral response to: "Training met our needs;"
8. "Excellent programs / superb staff / reliable / always available."

Employer surveys for the EMS/fire-safety trainings are documented by the program director who oversees both the academic Fire Safety and Emergency Medical Technician programs and non-credit trainings offered through the WF/ED department. For

WF/ED non-credit trainings, the ten-item survey is used to gather feedback from “employers.” In the case of WF/ED trainings, “employers” refers to fire chiefs and other public service officials who send employees to Belmont for continuing education.

Employer surveys for EMS/fire safety are reviewed internally in much the same way that business and industry employer surveys are reviewed and analyzed. However, one important difference between the review processes is that employer surveys for EMS/fire safety are required as evidence for accreditation of the programs through the Ohio Department of Public Safety. Further, the EMS/fire safety employers’ feedback for the EMS/fire safety trainings is analyzed and presented in formal advisory board meetings. This additional step strengthens the process overall and provides documentation for accreditation and reaccreditation cycles.

An example of discussion and conclusions from employer surveys was included in advisory board minutes and reaccreditation documentation.

**Discussion:** Areas of improvement include communication and documentation skills and preparation for the work environment. Updating laboratory equipment is essential for educating our students and meeting employer expectations....A simulation manikin and LifePak 12 have been purchased for the program and more equipment will be purchased in the next budget cycle.

**Conclusions:** Program needs to purchase modern equipment such as IO drills and emerging technologies, and to update older equipment.

Suggested equipment includes radios, airway equipment, and manikins.

**Action Items:** Budget for equipment and for manikins was established within the next budget cycle.

### **Recommendations and Targets for Improvement**

1. Revise employer survey line items to align with the assessment of training curriculum outcomes, and to assess the delivery of skills, abilities, and knowledge in the training. Implement revised employer survey instruments by Fall 2013.
2. Develop a tracking system for workforce and contract training that documents employers, contact information for organizations, employer requests/needs, billing invoices, follow-up with employers, survey responses. Implement tracking system for 2013/2014 year.
3. Improve accuracy of communications with customers, instructors, and training providers.
4. Invoice all customers within two weeks of the end of the contracted training.