

AGENDA ITEM B3: ECONOMIC DEVELOPMENT
BOARD RULE 400.0400.00
EMPLOYER SATISFACTION SURVEYS
BOARD OF TRUSTEES MEETING: AUGUST 28, 2014

Employer satisfaction surveys are used in the Workforce Development and Community Education department to assess satisfaction with training. Surveys were sent to employers who have contracted with the college for their employees’ training. The purpose of conducting employer surveys is to gather feedback to improve the experience of customers, and the quality of training. In addition, stakeholder interviews were conducted to assess community and workforce training needs in order to expand training options and meet customer and workforce needs.

Presentation of Data

Table I displays employer satisfaction surveys completed in 2013/2014.

Table I, *Employer Satisfaction Surveys, Non-credit Courses and Training*

Term	WFD/CE Division	Employer Surveys
Summer	Community Ed and Workforce Training	0
	Contract Training	0
	Public Service	1
Fall	Community Ed and Workforce Training	1
	Contract Training	0
	Public Service	8
Spring	Community Ed and Workforce Training	1
	Contract Training	0
	Public Service	4

During the 2013/2014 year, employers who contracted for training in the public services division were asked to respond to questions about the training process, employee outcomes, and overall satisfaction with the training. Employer surveys for the EMS/fire safety training were documented during the year by the program coordinator.

Nine public service employers responded to WFD/CE surveys evaluating services and training provided to their employees. Fire and EMS departments accounted for 6 of the employer organizations; schools, healthcare providers, and the Office of the Western Area Career Technical Center in Canonsburg, PA represent the other 7 organizations that offered feedback on *Training Processes, Employee Outcomes, and Overall Satisfaction*. Some of the employers also gave open responses to questions asking for additional comments or suggestions. *What did you like most about this training? How can we improve our services and training? What additional employee education or training are you interested in?*

Employers responded to survey questions on a five-point Likert scale where “1” represented “Very Dissatisfied” and “5” represented “Very Satisfied.” Ratings by all

employers were either: “Satisfied, or “Very Satisfied.” The average ratings by training course titles are displayed in Table II.

Table II, *Average Employer Ratings of Training and Services by Public Service Courses*

Training Course	Training Processes	Employee Outcomes	Overall Satisfaction
Burn Injuries	5	5	5
Basic Life Support	5	5	5
Healthcare Provider CPR	5	5	5
Rope Rescue-Night Operations	5	5	5
High School First Aid/CPR/AED	5	5	5
First Aid/CPR/AED	4.7	5	5
Professionalism in EMS	5	5	5
Pump Operations	5	5	5
EMS Assessment Strategies	5	5	5
Spinal Cord Injuries	5	5	5
Start Triage for MCI	4	4	4.7
Communications - Refusal of Care	4	4	4

When given the opportunity to respond with comments of their own, examples of comments written by employers are found below.

- “I liked that you came to our office to do the training.”
- “More of my staff will need Child Abuse and Communicable Disease initial training.”
- “Is there a certificate for CEU for health-care providers?”

In addition to employer surveys, Workforce employees met with corporate clients, funding providers, and agencies to better understand community training needs and increase customer satisfaction with training options. Examples of these meetings and their results/outcomes include:

1. Meetings with Murray Energy and MPR Supply Chain Solutions identified an acute need for more CDL drivers. These meetings resulted in Belmont College securing State of Ohio approval for the Belmont College Truck Driving Academy and forming a partnership with Destiny Trucking. The designed program capacity is 80-100 students for the 2014/2015 academic year.
2. Extensive meetings with ODJFS, the Governors Rapid Response Task Force, and the Workforce Investment Board (WIB) 15 resulted in a contract with the State of Ohio for Belmont College to create and operate the Ormet Transition Center in Monroe County during 2013/2014. The transition Center served 588 visitors.
3. Meetings with Zandex Healthcare identified the need for contract STNA

training for their two area nursing homes. Due to the Colleges' 82% STNA certification pass rate, and the cost advantages of our training, Zandex closed their in-house training center and are contracting with the College for all of their STNA training. We are working to duplicate this model with other nursing home providers.

Recommendations and Targets for Improvement

1. Continue to implement the outreach strategy to proactively contact, visit, and/or interview area businesses. The target is 30 contacts with a 20% contract signing rate (6 new Workforce clients) in the 2014/2015 academic year.
2. Implement Employer and Student evaluation surveys for all Workforce training and courses in the future.
3. Enter and verify all course data in Jenzabar EX after each offering and by semester end in a format to accurately represent enrollments, completions, and stakeholder satisfaction.