

Appendix C: Employer Satisfaction Survey

The following is the survey preamble and the survey. The questions reflect what employers were asked and are not the exact questions.

Jan 3/05

Employer Satisfaction Survey

Good day, my name is _____ and I'm calling from X for _____ **(COLLEGE FROM LIST)** College. Could I speak to _____ **(NAME FROM LIST)? IF NOT AVAILABLE, MAKE APPOINTMENT TO CALL BACK. WHEN YOU HAVE THE RIGHT PERSON, CONTINUE:** We are conducting a follow-up for _____ **(COLLEGE FROM LIST)** College with organizations that have hired their graduates in the last year. The purpose of this follow-up is to find out how well you feel the college has prepared its graduates to meet your needs as an employer. It is not an evaluation of the graduate. _____ **(GRADUATE'S FIRST AND FAMILY NAME)** indicated that he/she was hired by your organization and that you were the person most familiar with his/her work. _____ **(GRADUATE'S FIRST NAME)** has given us permission to contact you. Your comments are important to us so we can improve the college's programs.

I'd like to ask you a few questions but first I want to let you know that this information is being collected under the authority of subsection 8(2) of Ontario Regulation 34/03 made under the Ministry of Training, Colleges and Universities Act. The information is used by the college to help students and graduates make informed career decisions and to review programs. Anonymous information is provided to the Ministry to produce the annual aggregated employment profile of graduates and to report on the performance of colleges. If you want more information about this or the follow-up, it is available on the collegekpi.com web site or I can give you a contact name and number at the college. **IF ASKED COLLEGE CONTACT AND PHONE NUMBER FROM LIST PROVIDED.**

Section A – Employment Status

70. I'd like to confirm that _____ **(GRADUATE'S NAME)** has been employed by you during the reference week?

- ☐ Yes – CONTINUE
☐ No – THANK AND TERMINATE

71. How long has _____ (GRADUATE'S NAME) been working for your organization (NOT SELF-EMPLOYED IN Q15)/have you been self-employed (SELF-EMPLOYED IN Q15)? APPROXIMATION WAS RECORDED WHERE NECESSARY

_____ years _____ months
☐ Refused ☐ Don't know

IF SELF-EMPLOYED IN Q.15, GO TO Q.75; OTHERWISE CONTINUE

Section B – Program Evaluation

72. There are a number of skills and abilities that may be required of this employee. For each skill and ability, please tell me how important that skill and ability is to performing this employee's work. Please tell me if the skill is extremely important, important, neither important nor unimportant, not important, or not at all important.

The first skill and ability is... READ AND ROTATE LIST A–R

	Not at all Important 1	Unimportant 2	Neither Imp Nor Unimp 3	Important 4	Extremely Important 5	NA/ DK 9
A. Specific job-related knowledge – demonstrates conceptual knowledge related to the work	1	2	3	4	5	9
B. Specific job-related skills – uses specific technical skills related to the work being done	1	2	3	4	5	9
C. Oral communication – speaks in a clear, concise, and correct manner	1	2	3	4	5	9
D. Written communications – writes in a clear, concise, and correct manner	1	2	3	4	5	9
E. Comprehension – demonstrates understanding by restating information, ideas, and concepts in different ways	1	2	3	4	5	9
F. Math skills – applies math techniques with the accuracy required to solve problems and make decisions	1	2	3	4	5	9
G. Computer skills – uses computers and other technological tools necessary to perform required tasks	1	2	3	4	5	9
H. Critical thinking – evaluates his/her own thinking throughout the steps and processes used in problem solving and decision making	1	2	3	4	5	9
I. Problem solving – evaluates the validity of arguments based on qualitative and quantitative information	1	2	3	4	5	9
J. Research and analysis – collects, analyzes, and organizes relevant necessary information	1	2	3	4	5	9
K. Teamwork – interacts with others in ways that contribute to effective working relationships and achievement of goals	1	2	3	4	5	9
L. Organization and planning – determines tasks and resources to complete project objectives	1	2	3	4	5	9
M. Time management – sets priorities and allocates time efficiently to complete several tasks within specific deadlines	1	2	3	4	5	9
N. Quality of work – performs tasks accurately and pays attention to detail	1	2	3	4	5	9
O. Productivity – is productive in completion of tasks	1	2	3	4	5	9
P. Creative and Innovative – creates innovative strategies and/or products that meet identified needs	1	2	3	4	5	9
Q. Adaptable – adapts to new situations and demands by applying and/or updating his/her knowledge and skills	1	2	3	4	5	9
R. Responsible – takes responsibility for her/his own actions and decisions	1	2	3	4	5	9

**1.0 Governance and
Accountability**
**Graduate and Employer KPI Surveys
2010-11 Survey Cycle**
Operating Procedure

73. When _____ (GRADUATE'S NAME) first started working with you after his/her graduation, how satisfied were you with his/her educational preparation for the following skills and abilities? Please tell me if you were very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied.

The first skill and ability is... READ LIST A–R. SKIP THOSE ITEMS RATED NOT APPLICABLE IN Q.72

	Very Dissatisfied	Dissatisfied	Neither Sat Nor Dissat	Satisfied	Very Satisfied	DK/ NA
A. Specific job-related knowledge – demonstrates conceptual knowledge related to the work	1	2	3	4	5	9
B. Specific job-related skill – uses specific technical skills related to the work being done	1	2	3	4	5	9
C. Oral communication – speaks in a clear, concise, and correct manner	1	2	3	4	5	9
D. Written communications – writes in a clear, concise, and correct manner	1	2	3	4	5	9
E. Comprehension – demonstrates understanding by restating information, ideas, and concepts in different ways	1	2	3	4	5	9
F. Math skills – applies math techniques with the accuracy required to solve problems and make decisions	1	2	3	4	5	9
G. Computer skills – uses computers and other technological tools necessary to perform required tasks	1	2	3	4	5	9
H. Critical thinking – evaluates his/her own thinking throughout the steps and processes used in problem solving and decision making	1	2	3	4	5	9
I. Problem solving – evaluates the validity of arguments based on qualitative and quantitative information	1	2	3	4	5	9
J. Research and analysis – collects, analyzes, and organizes relevant necessary information	1	2	3	4	5	9
K. Teamwork – interacts with others in ways that contribute to effective working relationships and achievement of goals	1	2	3	4	5	9
L. Organization and planning – determines tasks and resources to complete project objectives	1	2	3	4	5	9
M. Time management – sets priorities and allocates time efficiently to complete several tasks within specific	1	2	3	4	5	9
N. Quality of work – performs tasks accurately and pays attention to detail	1	2	3	4	5	9
O. Productivity – is productive in completion of tasks	1	2	3	4	5	9
P. Creative and Innovative – creates innovative strategies and/or products that meet identified needs	1	2	3	4	5	9
Q. Adaptable – adapts to new situations and demands by applying and/or updating his/her knowledge and skills	1	2	3	4	5	9
R. Responsible – takes responsibility for her/his own actions and decisions	1	2	3	4	5	9

74. In general, how would you rate your satisfaction with this employee's overall college preparation for the type of work he/she was doing? Please indicate if you were very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied.
75. Are there other skills that we have not talked about that are required for the type of work that this employee is
(NOT SELF-EMPLOYED IN Q.15)/you are doing (SELF-EMPLOYED IN Q.15)?
- ☐ Yes – CONTINUE
- ☐ No – GO TO Q.77
- ☐ Don't know – GO TO Q.77
76. What would those other skills be? RECORDED UP TO EIGHT MENTIONS
77. Are there other skills that you feel will be in demand in the future and should be included in the educational preparation of college graduates?
- ☐ Yes – CONTINUE
- ☐ No – GO TO Q.79
- ☐ Don't know – GO TO Q.79
78. What would those other skills be? RECORDED UP TO EIGHT MENTIONS
- IF SELF-EMPLOYED IN Q.15, GO TO Q.80; OTHERWISE CONTINUE***
79. Why did you hire this graduate? RECORDED UP TO EIGHT MENTIONS

Section C – College Specific Questions

Q80–Q84. Every college was given an opportunity to ask up to five college specific questions. This information is not been reported to the ministry.

85. If you would like to speak to someone at the college about this follow-up or anything else, I can give you the name and telephone number of someone at the college who can assist you.
- ☐ Yes, provide name and number – CONTINUE
- ☐ No, assistance not wanted – RESPONDENT THANKED AND CALL TERMINATED
86. You may call _____ (CONTACT AT COLLEGE) at _____ (PHONE NUMBER).

RESPONDENT WAS THANKED AND CALL WAS TERMINATED