

**FORUM RESEARCH INC.**

## Employer Satisfaction Survey

September 29, 2008

---

Good day, my name is \_\_\_\_\_ and I'm calling from Forum 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 the 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 website or I can give you the name of someone to call at the college \_\_\_\_\_ , \_\_\_\_\_ **(COLLEGE CONTACT AND PHONE NUMBER FROM LIST PROVIDED)**.

### SECTION A - EMPLOYMENT STATUS (EMPLOYER)

70. First of all, I'd like to confirm that \_\_\_\_\_ (**GRADUATE'S FIRST AND FAMILY NAME**) has been employed by you during the week of \_\_\_\_\_ (**REFERENCE WEEK**)?

- 1 Yes → **CONTINUE [2399]**  
 2 No → **THANK, TERMINATE**

71. How long has \_\_\_\_\_ (GRADUATE'S FIRST AND FAMILY NAME) been working for your organization (NOT SELF-EMPLOYED IN Q15/have you been self-employed (SELF-EMPLOYED IN Q15) /have you been freelance (FREELANCE IN Q15)? **GET APPROXIMATION IF NECESSARY**

\_\_\_\_\_ years [2401]      \_\_\_\_\_ months [2402 - 2403]

- 98 Refused      99 Don't know

### SECTION B - PROGRAM EVALUATION

**IF SELF-EMPLOYED/FREELANCE IN Q.15, GO TO Q.75, ELSE CONTINUE:**

72. I'm going to read out 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, unimportant or not at all important. The first skill and ability is... **READ AND ROTATE LIST A - R**

	Not at all Important	Not Important	Nor Unimp	Neither Imp Important	Extremely Important	NA/ DK
A. Specific job-related knowledge demonstrates conceptual knowledge related to the work	1	2	3	4	5	9 [2404]
B. Specific job-related skills uses specific technical skills related to the work being done	1	2	3	4	5	9 [2405]
C. Oral communication speaks in a clear, concise and correct manner	1	2	3	4	5	9 [2406]
D. Written communications writes in a clear, concise and correct manner	1	2	3	4	5	9 [2407]
E. Comprehension demonstrates understanding by restating information, ideas, concepts in different ways	1	2	3	4	5	9 [2408]
F. Math skills applies math techniques with the accuracy required to solve problems and make decisions	1	2	3	4	5	9 [2409]
G. Computer skills uses computers and other technological tools necessary to perform required tasks	1	2	3	4	5	9 [2410]

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 [2411]
I. Problem solving evaluates the validity of arguments based on qualitative and quantitative information	1	2	3	4	5	9 [2412]
J. Research and analysis collects, analyzes, and organizes relevant necessary information	1	2	3	4	5	9 [2413]
K. Teamwork interacts with others in ways that contribute to effective working relationships and achievement of goals	1	2	3	4	5	9 [2414]
L. Organization and planning determines tasks and resources to complete project objectives	1	2	3	4	5	9 [2415]
M. Time management sets priorities and allocates time efficiently to complete several tasks within specific deadlines	1	2	3	4	5	9 [2416]
N. Quality of work performs tasks accurately and pays attention to detail	1	2	3	4	5	9 [2417]
O. Productivity is productive in completion of tasks	1	2	3	4	5	9 [2418]
P. Creative and Innovative creates innovative strategies and/or products that meet identified needs	1	2	3	4	5	9 [2419]
Q. Adaptable adapts to new situations and demands by applying and/or updating his/her knowledge and skills	1	2	3	4	5	9 [2420]
R. Responsible takes responsibility for her/his own actions and decisions	1	2	3	4	5	9 [2421]

73. When \_\_\_\_\_ (GRADUATE'S FIRST AND LAST 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 or dissatisfied, dissatisfied or very dissatisfied. The first skill and ability is.. **READ AND ROTATE LIST A-R. SKIP THOSE ITEMS RATED NOT APPLICABLE IN Q.72.**

	Very Dissatisfied	Dissatisfied	Neither Sat Nor Dissat	Satisfied	Very Satisfied	NA/ DK
A. Specific job-related knowledge demonstrates conceptual knowledge related to the work	1	2	3	4	5	9 [2422]
B. Specific job-related skills uses specific technical skills related to the work being done	1	2	3	4	5	9 [2423]
C. Oral communication speaks in a clear, concise and correct manner	1	2	3	4	5	9 [2424]
D. Written communications writes in a clear, concise and correct manner	1	2	3	4	5	9 [2425]
E. Comprehension demonstrates understanding by restating information, ideas, concepts in different ways	1	2	3	4	5	9 [2426]
F. Math skills applies math techniques with the accuracy required to solve problems and make decisions	1	2	3	4	5	9 [2427]

G. Computer skills uses computers and other technological tools necessary to perform required tasks	1	2	3	4	5	9 [2428]
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 [2429]
I. Problem solving evaluates the validity of arguments based on qualitative and quantitative information	1	2	3	4	5	9 [2430]
J. Research and analysis collects, analyzes, and organizes relevant necessary information	1	2	3	4	5	9 [2431]
K. Teamwork interacts with others in ways that contribute to effective working relationships and achievement of goals	1	2	3	4	5	9 [2432]
L. Organization and planning determines tasks and resources to complete project objectives	1	2	3	4	5	9 [2433]
M. Time management sets priorities and allocates time efficiently to complete several tasks within specific deadlines	1	2	3	4	5	9 [2434]
N. Quality of work performs tasks accurately and pays attention to detail	1	2	3	4	5	9 [2435]
O. Productivity is productive in completion of tasks	1	2	3	4	5	9 [2436]
P. Creative and Innovative creates innovative strategies and/or products that meet identified needs	1	2	3	4	5	9 [2437]
Q. Adaptable adapts to new situations and demands by applying and/or updating his/her knowledge and skills	1	2	3	4	5	9 [2438]
R. Responsible takes responsibility for her/his own actions and decisions	1	2	3	4	5	9 [2439]

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 tell me if you were very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied or very dissatisfied. [KPI measure, filtered by C11 (KPIQ6) =1, calculated as 4+5/1+2+3+4+5]

- 5 Very satisfied [2440]
- 4 Satisfied
- 3 Neither satisfied nor dissatisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 8 Refused
- 9 Don't know/refused

75. Are there other skills that we have not talked about that are required for the type of work which this employee is (NOT SELF-EMPLOYED IN Q.15)/you are doing (SELF-EMPLOYED IN Q.15)?

- 1 Yes [2457] → CONTINUE

- 2 No → GO TO Q.77  
 9 Don't know → GO TO Q.77

76. What would those other skills be? **PROBE UNTIL UNPRODUCTIVE.** Any others?  
**RECORD UP TO EIGHT MENTIONS**

---

[2458 - 2473]

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?

- 1 Yes [2555] → CONTINUE  
 2 No → GO TO Q.79  
 9 Don't know → GO TO Q.79

78. What would those other skills be? **PROBE UNTIL UNPRODUCTIVE.** Any others?  
**RECORD UP TO EIGHT MENTIONS**

---

[2556 - 2571]

### SECTION C - COLLEGE SPECIFIC QUESTIONS

80. - 84. HOLD FOR COLLEGE SPECIFIC QUESTIONS

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 of someone at the college who can assist you? [New in 98s]

- 1 Yes, provide name and number [2870] → CONTINUE  
 2 No, assistance not wanted → THANK AND TERMINATE

86. You may call \_\_\_\_\_ (COLLEGE CONTACT FROM C.1) at \_\_\_\_\_ (PHONE NUMBER FROM C.2) [2871]

**THANK RESPONDENT AND TERMINATE**