

Employee Satisfaction Leek College 2009

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LeekCollege

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1.0 Introduction and Methodology

Leek College has commissioned this research into customer satisfaction. This 2009 survey relates to NVQs funded through Train to Gain during 2008. Where relevant, comparisons have been made with the 2008 survey of those participating in the Employer Training Programme (ETP) during 2007.

The information from this research will be used to inform future training provision, marketing activity and delivery arrangements. The research project examines employer satisfaction with the overall service and individuals' satisfaction with the training they have received. This report covers the views of **employees**; there is a separate report covering employer satisfaction with the training.

1.1 Research Objectives

The research objectives were to:

- Establish the reason why the individual employee decided to undertake an NVQ
- Measure overall customer satisfaction levels
- Measure customer satisfaction with each aspect of the Leek College service
- Establish what the employee had liked about the service and training provided
- Identify areas for improvement in the service and training provided through the College
- Establish the benefits the employee derived from working with the College
- Ascertain interest in future training activity, progression and working with the College

1.2 Methodology

Leek College provided hard copies of the completed questionnaires for analysis. In order to maximise the response rate, Leek College had telephoned some participants and completed the questionnaires over the telephone. Other questionnaires were self completed by employees and handed in. (The questionnaire used is attached as appendix one).

A total of 102 responses were received. 203 individuals participated in the Train to Gain programme overall, so the sample achieved indicates a response rate of 50%.

Given the relatively small sample size, all the analysis was conducted with the total sample. It was not considered appropriate or statistically valid to analyse by sub-groups.

The profile of the sample is shown in the table below. The majority of training undertaken was in either the catering/hospitality area or in the customer care area. The employees were mostly working for NVQ2s with two working to NVQ1 and one working to NVQ3.

Table 1: Profile of sample

Type of training	Number of respondents
Business Admin	3
Health & Social Care	5
Customer Service	26
Hospitality & Catering	58
Skills for Life	10
Base:	102

The questionnaire for individuals was shorter than the one used with employers and covered the following issues:

- Reason for undertaking an NVQ
- Assessor visits
- Employer support to the individual
- Satisfaction with the training undertaken
- Willingness to recommend Leek College to a friend
- Interest in future training
- Suggestions for improvements.

Comparisons with the 2008 survey have been made where appropriate.

2.0 Reasons for Undertaking an NVQ

Respondents were given the opportunity to say why they were undertaking the NVQ and many indicated that there were several reasons why they had chosen to do so (table 2 refers).

The most popular reasons were "to improve my understanding of my current job", and "to acknowledge my expertise with a relevant qualification" (78% and 72% respectively). 68% felt that the NVQ enabled them "to learn more detail about the job".

The least popular reasons were "to provide a refresher course" (30%) and "because my employer asked me to" (38%).

The motivation to undertake an NVQ appears to be coming from the individual rather than from the employer, a similar picture to the 2008 survey.

Table 2: Individual reasons for you undertaking the NVQ qualification

	Number	Percentage
To improve my understanding of my current job	80	78.4%
To improve my productivity	52	51.0%
To learn more detail about the job	69	67.6%
To provide an introductory course for a new job/role	16	15.7%
To provide a refresher course	31	30.4%
To acknowledge my expertise with a relevant qualification	73	71.6%
To gain information/skills to pass to others within my department/team	55	53.9%
To meet industry standards	46	45.1%
To progress my career	57	55.9%
Because my employer asked me to	39	38.2%
Base: total sample 102		

3.0 Assessor Visits

About half the respondents (51%) said that their assessor had visited them every two weeks. A further 45% said their visit had taken place very four weeks. The remaining 4% indicated that they had seen their assessor every six weeks. Two respondents indicated that they had seen their assessor every three weeks.

The vast majority of respondents (96%) felt that the frequency of the assessor visits was about right. Two respondents, both working in the hospitality & catering sector, felt that the frequency was not right and the reasons they gave were:

- "Employer wouldn't allow the assessor to come in"
- "More time needed by employer"

4.0 Employer Support

Most respondents (93%) considered that their employer (or supervisor) was supportive with regard to them working towards their NVQ. This is a higher proportion than in the 2008 survey, where 88% felt that their employer (or supervisor) was supportive.

7% felt that their employer (or supervisor) was not supportive and the reasons given focused on the difficulty in getting time off work and changing shift patterns. These employees were from the hospitality/catering and care sectors. Responses included:

- “Difficult fitting time in”
- “Requested statements and shift changes but didn’t get them”
- “More time needed”
- “No help re time away from desk for workshops. No encouragement”
- “Problems getting time off the job”
- “Would not give time”
- “Would not spare us the time”

5.0 Satisfaction with the Training and Benefits

Using a scale of 1 to 5, respondents were asked to rate their level of agreement with a number of statements relating to their NVQ qualification (where 1 is strongly disagree and 5 is strongly agree). In addition mean scores were calculated to enable comparisons with the results from the 2008 survey. See table 3 and figure 1 for results.

Table 3: Opinions on Training and the Benefits to the Individual Employee

Statement	Mean Rating	1 Strongly disagree	2 Dis-agree	3 Neither agree nor disagree	4 Agree	5 Strongly agree	Don't know
The Assessor was helpful	5.0	0	0	0	2.0%	98.0%	0
I liked the flexibility of the qualification	4.8	0	0	2.0%	15.0%	83.0%	0
Putting the portfolio together was easy	4.5	0	1.0%	10.3%	28.9%	57.7%	2.1%
It did not take long to achieve this qualification	4.7	0	1.0%	3.0%	19.0%	76.0%	1.0%
The NVQ has helped me to do my job better	4.6	0	0	7.1%	27.6%	65.3%	0
The NVQ has improved my confidence	4.7	0	1.0%	6.1%	16.2%	76.8%	0
I enjoyed the work I did for this qualification	4.8	0	0	2.1%	16.8%	81.1%	0
I would like to do another qualification	3.9	13.2%	4.4%	7.7%	17.6%	49.5%	7.7%

Base: complete sample 102 employees

Note: mean is based on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree

The results are very positive with all factors, apart from undertaking another qualification, showing mean scores of 4.6 and above. In particular all respondents considered the assessor to be helpful with an exceptionally high satisfaction rating of 5.0.

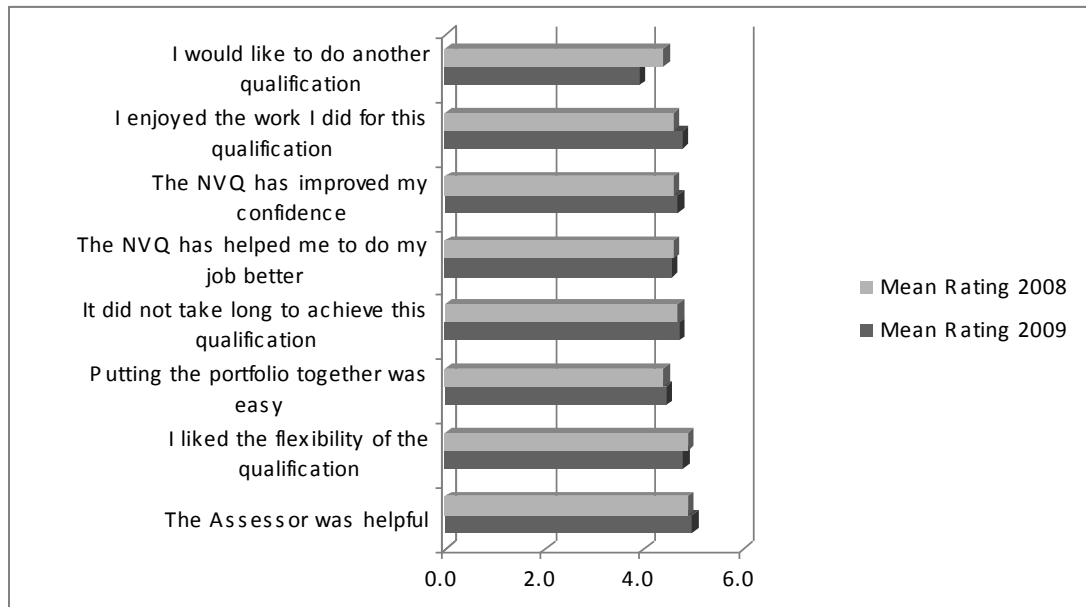
Almost all liked the flexibility of the qualification and enjoyed the work they did for the qualification (both 98%). In addition, 95% of respondent employees agreed that it had not taken long to achieve the qualification.

Many respondents indicated that the NVQ had helped them to do their job better and had improved their confidence (both 93%).

Over three quarters (76%) of respondents expressed an interest in undertaking another qualification. Most of these individuals wanted to progress to level 3 in the same field as their current level 2 qualification showing that employees are seeking opportunities for progression. However, the mean rating for wanting to undertake another qualification was lower in 2009 (3.9) compared with 2008 (4.4).

Mean score ratings for other factors are similar to the 2008 scores, reflecting continued high satisfaction levels.

Figure 1: Opinions on Training and the Benefits to the Individual Employee Mean Score Comparison 2008 - 2009



The vast majority of respondents (98%) reported that they were likely to recommend Leek College to a friend (83% very likely and 15% likely) which is a very positive finding reflecting the high satisfaction levels experienced by learners.

Two thirds of learners would like to receive updates from Leek College in the future and provided details of their mailing address and/or their email address.

6.0 Conclusions and Recommendations

Overall, satisfaction with the training was extremely high amongst respondents. The evidence shows that:

- 100% found their assessor helpful
- 98% liked the flexibility of the qualification
- 98% enjoyed the work they did for the qualification
- 95% felt that it did not take long to put their NVQ portfolio together
- 96% agreed that the frequency of assessor visits was about right

Mean score ratings for 2009 were similar to those obtained in 2008.

More than three quarters of the employees expressed an interest in undertaking a further qualification, mostly to progress to level 3 in the same field as their level 2 qualification. This is a very positive indicator for Leek College and builds on the positive results from last year's survey. It shows that a positive learning experience encourages individuals to continue to study and to progress.

Nearly all (98%) of the employees said that they were likely to recommend Leek College to a friend. Word of mouth is widely acknowledged as being very powerful and this will help generate a positive image for the College.

Areas for Improvement

A potential area for improvement around employer support was noted in the 2008 survey and is still an area of concern for some of the employees in 2009. While the proportion of employees who considered that their employer was supportive was higher, seven employees from the hospitality/catering and health and social care sectors commented on difficulties getting time off work or with changing shift patterns.

In addition several employees from the hospitality & catering sector indicated concern about the frequency of their assessor visit which was related to their employer not allowing the assessor to come. Although not directly within the remit of the College, perhaps the College could do more to make employers aware of the importance of helping their employees to undertake the NVQ.

Recommendations

Given the high satisfaction ratings from this survey, Leek College should communicate the key findings to all staff. This could be an email or a presentation. The survey results could be incorporated into marketing materials for both learners and employers.

The College might also wish to issue a press release to communicate the positive findings to a wider audience and place the reports on the College website. The LSC and OFSTED should also receive copies of the report.

Many individuals are interested in undertaking further qualifications. Leek College should follow up these leads and encourage the individuals to continue to work towards a higher level qualification. It is important to facilitate progression opportunities for these individuals.

The College should continue to develop and maintain a database of learners interested in receiving updates from the College.

Leek College should continue to measure customer satisfaction to track progress over time. A consistent questionnaire and methodology has proved helpful to ensure that year on year comparisons are valid. The high standards found in the 2008 survey have continued to be attained in 2009 and further measurement can assess whether this standard is being maintained and improvements and changes have had an impact.

Leek College might wish to update the questionnaire to reflect the new skillsbase branding. This will also present an opportunity to improve the appearance of the questionnaire and to make it more user-friendly. It would be beneficial to allow a little more flexibility in the questionnaire, for example by adding some open ended comments boxes. This could help support future marketing activity and case study development.

Appendix 1

Employee Satisfaction Survey Questionnaire 2009



LEEK COLLEGE CANDIDATE QUESTIONNAIRE

Leek College are continually striving to:

- improve the quality of our services and responsiveness to learner needs
- help learners to progress to further/higher training programmes
- measure the effectiveness and impact of our training

To help us achieve these, we would very much appreciate your assistance in this evaluation exercise. Please be assured that any information you provide will be treated in the strictest confidence.

The questionnaire should take no more than five minutes of your time.

NVQ Title:

Level:

1. What were the main aims or reasons for you undertaking this NVQ qualification? (Please tick all boxes that apply)

- To improve my understanding of my current job
- To improve my productivity
- To learn more detail about the job
- To provide an introductory course for a new job/role
- To provide a refresher course
- To acknowledge my expertise with a relevant qualification
- To gain information/skills to pass to others within my department/team
- To meet industry standards
- To progress my career
- Because my employer asked me to
- Other (please state) _____

2. Approximately how often did your Assessor visit you?

- Every 2 Weeks
- Every 4 Weeks
- Every 6 Weeks
- Every 3 Months

3. Did you think this was about right?

- Yes
- No

If not why?

5. Was your employer/supervisor supportive regarding your working towards achievement of this qualification?

Yes

No

If not why? _____

6. Using a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree, how would you rate the following statements about the NVQ qualification (*please tick one box for each question*)

	Strongly disagree				Strongly agree	Don't know
	1	2	3	4	5	
The Assessor was helpful						
I liked the flexibility of the qualification						
Putting the portfolio together was easy						
It did not take long to achieve the qualification						
The NVQ has helped me to do my job better						
The NVQ has improved my confidence						
I enjoyed the work I did for this qualification						
I would like to do another qualification						
What would the qualification be?						

7. On a scale of 1 -5 where 1 is very unlikely and 5 is very likely, how likely would you be to recommend Leek College to a friend?

Please circle

1
2
3
4
5
 Very unlikely Very likely

If not whynot? _____

8. Would you like to receive updates from the College in the future about further training possibilities? If so, please tick the box and complete the address details.

Yes, please keep me up to date

My address is:

My email address is:

No, please do not send me any information