



AMERICAN JOB CENTER CUSTOMER SATISFACTION SURVEY

Relevant Findings to Improve WIOA Performance Outcomes

Prepared for
WDC Performance Measures & Accountability Committee
September 23, 2020

- Conducted by Ward Research, Inc.
 - Contract No. WDC-RFP-19-001-2020
- 3 surveys to measure the level of satisfaction of the following 3 groups on using services within the last 3 years at the American Job Center (AJC):
 - Jobseekers (telephone survey, sample size: 155)
 - Employers (initial online survey and follow-up phone survey, sample size: 197)
 - AJC Staff (online survey, sample size: 45)
- Participants used services from January 2017 to December 2019.



JOBSEEKER SATISFACTION SURVEY

Profile of Jobseekers



Gender	
Male	41%
Female	59
Age	
14 to 19 years old	13%
20 to 24 years old	10
25 to 34 years old	20
35 to 44 years old	18
45 to 54 years old	19
55 to 59 years old	5
60 years old or older	15
Ethnicity	
Caucasian	18%
Japanese	3
Filipino	14
Chinese	3
Hawaiian/Part Hawaiian	37
Other Pacific Islander	6
Other Asian	1
African American	4
Mixed	9
Other	1
Refused	3

County	
Honolulu	43%
Hawaii	31
Maui	16
Kauai	9
Current Employment Status	
Employed full-time	28%
Employed part-time	19
Employed as a contractor or freelancer	3
Employed by Uber, Lyft, Airbnb, or another tech company to provide on-demand services such as ride-sharing, food delivery, or housing room rental	1
Unemployed and not looking for work	14
Unemployed and looking for work	32
Other	3
Refused	1

Industry	
Healthcare/Medical	30%
Hospitality/Tourism	11
Construction	10
Business/Office Administration	6
Information Technology	4
Security	4
Retail	4
Non-Profit	3
Self-Employed	3
Food Service	2
Education	2
Financial	2
Transportation	2
Other	10
No interest/Retired	4
Don't know/Not sure	4
n=	155

- Jobseekers are fairly well satisfied with AJC services and programs.
 - A mean rating of 8.59 (SD=1.95) on a 10-point scale, where 1=very dissatisfied and 10=very satisfied.
- Education/Training is used most often, especially by female jobseekers.
- Without hearing a description, 48% of jobseekers said they used HireNet Hawaii. After a short description, 67% said they used HireNet, indicating a lack of recall of the program name.
- Roughly 4 in 5 jobseekers said they used the AJC for job search (25% for job search only and 53% for job search and job training).

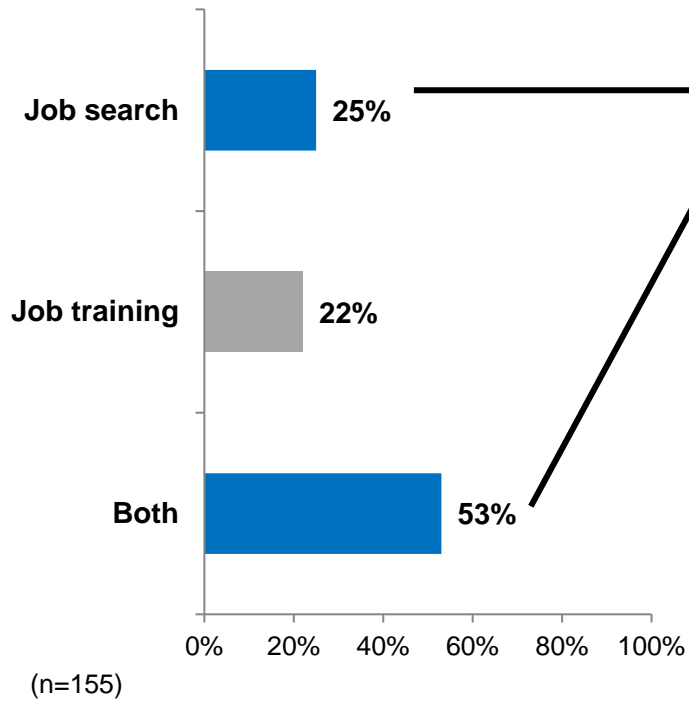
Services and Programs



Q. Please tell me how helpful these services are in helping you get a job:

	Education/ Training	Personal Career Planning	HireNet Hawaii	Job Search Assistance	On-the-Job Training	Apprenticeship Program	Library Resource Center
10=Very Helpful	54%	36%	36%	37%	33%	21%	22%
9	9	8	5	8	4	2	0
8	10	8	12	11	7	5	9
7	5	11	6	6	3	5	6
6	4	3	5	4	2	2	2
5	4	5	9	9	1	2	3
4	1	1	1	0	0	1	1
3	1	1	2	1	1	0	1
2	1	1	0	1	2	0	1
1=Not At All Helpful	6	6	6	9	10	9	8
Don't know service	6	20	19	15	37	54	48
MEAN	8.34	7.88	7.77	7.70	7.62	7.29	7.17
STD. DEVIATION	2.65	2.75	2.73	2.90	3.41	3.41	3.27
n=	155	155	155	155	155	155	155

Q. Would you say that you used the American Job Center primarily for job training, job search, or both?



Q. Did you get any inquiries from potential employers as a result of registering with the American Job Center?

Yes	45%
No	51
Don't know	4
n=	121

Q. And did you get a job as a result of any of those inquiries?

Yes	61%
No	36
Don't know	3
n=	54



EMPLOYER SATISFACTION SURVEY

Profile of Employers



Number of Hawaii Residents Employed in Organization : Full-Time	
Less than 10	37%
10 to 20	18
21 to 30	9
31 to 40	6
41 to 50	3
51 or more	27
MEAN	145 FTE
Number of Hawaii Residents Employed in Organization : Part-Time	
Less than 10	68%
10 to 20	12
21 to 30	6
31 to 40	2
41 to 50	3
51 or more	10
MEAN	43 PTE
County	
Hawaii County	22%
Honolulu County	66
Maui County	12

Industry	
Agriculture/Farm	3%
Automotive/Dealership/Repair	4
Construction	9
Education	6
Engineering	4
Financial/Insurance	5
Government	5
HVAC	1
Janitorial	2
Manufacturing	2
Medical/Healthcare	12
Legal Services	1
Non-Profit	5
Printing	2
Real Estate/Property Management	3
Recycling	1
Restaurant/Food Service	7
Retail/Rentals	9
Sales	2

Industry (cont.)	
Security	1%
Services	3
Staffing Services/Employment	3
Telecommunications	2
Tourism/Hospitality	3
Transportation/Warehousing/ Distribution	6
Other	1
Where Organization Operates	
Hawaii Island	46%
Kauai	24
Lanai	16
Maui	35
Molokai	14
Oahu	72
U.S. Mainland	15
Asia-Pacific Rim	8
n=	197

- Employers reported mid-level satisfaction with the AJC services and programs.
 - A mean rating of 6.02 (SD=2.46) on a 10-point scale, where 1=very dissatisfied and 10=very satisfied.
- Employers use the AJC primarily for recruitment. Employers, however, are largely unimpressed by the quality of candidates available on HireNet.
 - A mean rating of 4.83 (SD=2.52) on a 10-point scale, where 1=very low quality and 10=very high quality.
- Overall, employers indicated dissatisfaction with the quality of candidates they have found, or found them, via the AJC.
 - A mean rating of 4.54 (SD=2.99) on a 10-point scale, where 1=not very satisfied and 10=very satisfied.

- Two-fifths of employers (41%) reportedly have hired someone via the AJC; reported satisfaction with the employees among this group was higher.
 - A mean rating of 6.18 (SD=2.72) on a 10-point scale.
- Usage, awareness and familiarity with the services available at the AJC — beyond posting job openings in HireNet — has room to increase.
 - Perceived usefulness of programs, aside from posting job openings in HireNet, are mid to low (below 6.00 on a 10-point scale, where 1=not very useful and 10=very useful).
- Only 4% of employers said they have used any of the employee training services provided by the AJC and 6% said they have used any other service besides recruitment and training.

Q. How useful are the following employer-related services and programs offered by the American Job Centers to your organization? Use a 10-point scale, where 1=not very useful and 10=very useful. And if you have never heard of the service, you can answer that too. (Table 1 of 2)

	Post Job Openings in HireNet Hawaii	Rapid Response	Labor Market Information	Job Fair Events	Recruitment Assistance	Information on Disability Awareness Issues
10=Very Useful	20%	10%	9%	10%	10%	7%
9	6	3	4	2	3	3
8	15	4	5	7	8	5
7	10	5	5	6	6	5
6	7	2	5	5	5	2
5	14	13	14	13	16	15
4	5	2	2	4	3	1
3	7	2	5	7	5	4
2	5	2	1	3	4	3
1=Not Very Useful	8	8	7	9	11	8
Don't know service	5	50	45	36	30	48
MEAN	6.37	5.86	5.80	5.49	5.47	5.44
STD. DEVIATION	2.90	3.09	2.88	2.93	2.95	2.96
n=	197	197	197	197	197	197

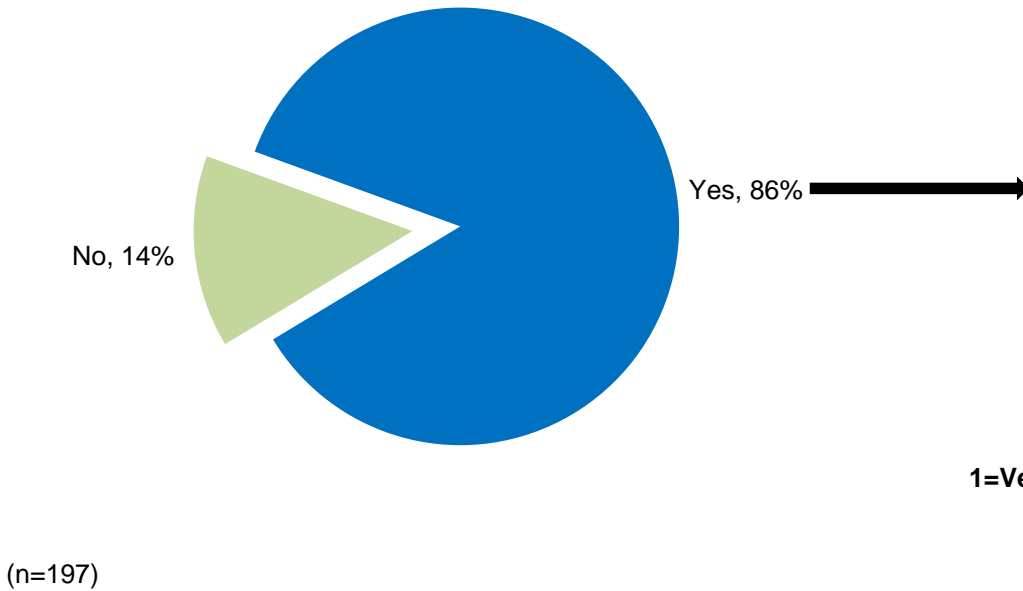
Q. How useful are the following employer-related services and programs offered by the American Job Centers to your organization? Use a 10-point scale, where 1=not very useful and 10=very useful. And if you have never heard of the service, you can answer that too. (Table 2 of 2)

	Unemployment Taxes and Claims Information and Assistance	On-the-Job Training	Career Assessment Testing	Use of AJC Facilities for Recruitment and Interviews of Job Applicants	Disability and Communication Accommodations Assistance	Apprenticeship Programs
10=Very Useful	8%	7%	5%	8%	6%	8%
9	3	3	3	2	1	2
8	7	4	3	3	4	3
7	5	5	5	5	5	3
6	1	3	2	2	3	3
5	11	13	12	10	10	12
4	3	1	2	3	0	1
3	3	5	4	5	4	4
2	3	2	2	4	3	5
1=Not Very Useful	12	11	10	10	11	12
Don't know service	45	47	53	50	55	49
MEAN	5.32	5.10	5.08	5.04	4.90	4.88
STD. DEVIATION	3.17	3.01	2.99	3.13	3.06	3.21
n=	197	197	197	197	197	197

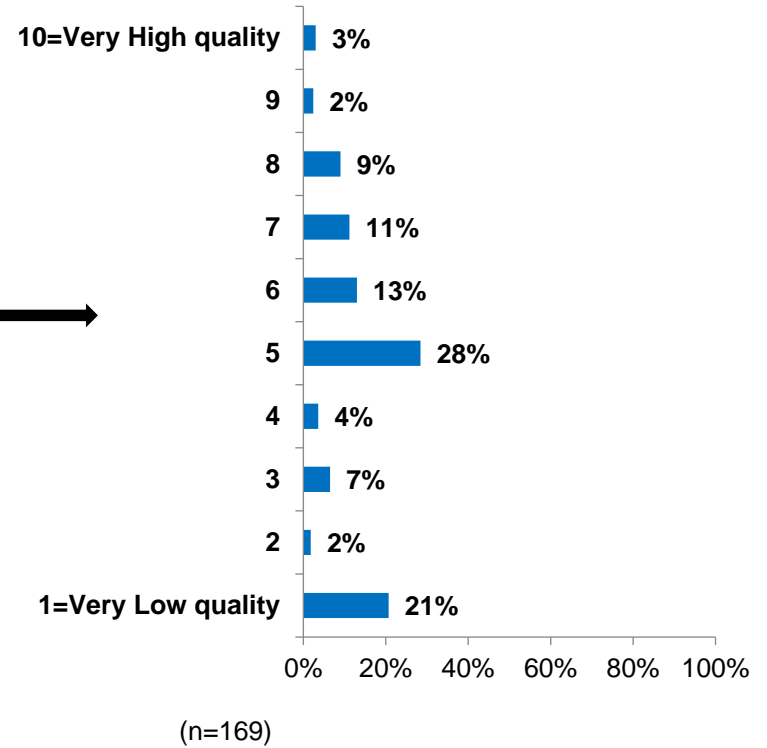
Q. How satisfied are you with the quality of employees that you have found, or found you, via the American Job Centers? Use a 10-point scale, where 1=not very satisfied and 10=very satisfied.			
	Total	Have Not Hired AJC Referrals	Have Hired AJC Referrals
10=Very satisfied	8%	4%	14%
9	4	0	9
8	7	4	10
7	11	7	18
6	6	0	14
5	21	26	13
4	4	3	5
3	6	5	6
2	5	7	3
1=Not very satisfied	29	43	10
MEAN	4.54	3.41	6.18
STD. DEVIATION	2.99	2.65	2.72
n=	197	116	80

Q. Please explain your rating.			
	Total	Have Not Hired AJC Referrals	Have Hired AJC Referrals
No one applied for our positions/Very few applied	16%	23%	6%
Those that applied were not qualified/Lacked skills	15%	16%	14%
We didn't hire anyone	14%	22%	1%
We found quality employees/Reliable/Hard working	11%	3%	21%
We haven't used this service/I'm not familiar/Used it a long time ago	10%	12%	8%
Just doing it fulfill a requirement/Not really interested in working	8%	9%	6%
They soon left/Were terminated/Didn't work out	6%	3%	11%
They are not reliable/No drive	5%	3%	9%
They didn't respond when I tried to contact them	5%	8%	1%
The employees we hired were satisfactory	5%	2%	10%
Candidates were not a good fit for our company	3%	2%	4%
The experience of working with AJC could be better/I'm not satisfied	3%	3%	3%
They didn't show up for their scheduled interview	3%	2%	4%
We had issues with the website/Technical problems	3%	3%	3%
They were criminals/Thieves	2%	1%	3%
They weren't interested in what we had to offer	2%	3%	1%
AJC did a good job with helping us	2%	1%	4%
Neutral/In the middle/Not good not bad	1%	0%	3%
We currently have a hiring freeze	1%	1%	1%
Wouldn't answer questions/Provide Information	2%	2%	2%
None/Not Applicable/No comment	5%	5%	4%
Other	3%	2%	4%
n=	197	116	80

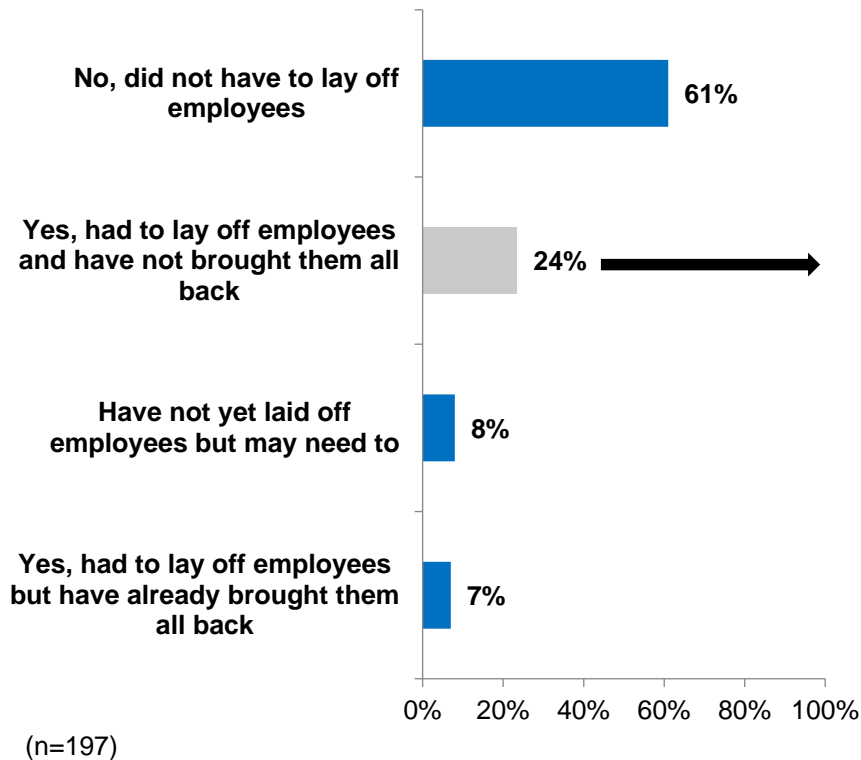
Q. Have you used HireNet Hawaii for your organization?



Q. How would you rate the quality of candidates that are available on HireNet Hawaii?



Q. Did your organization have to lay off employees because of the coronavirus pandemic?



Q. How likely is it that you will bring back laid off workers in the:				
	Next 9-12 months	Next 6-9 months	Next 3-6 months	Next 3 months
10=Very likely	30%	19%	21%	19%
9	4	2	0	0
8	4	4	6	6
7	6	9	0	0
6	0	4	6	6
5	9	9	9	11
4	2	2	0	0
3	4	2	4	4
2	6	9	9	9
1=Not very likely	13	17	23	28
Don't know	21	23	21	17
MEAN	6.41	5.50	5.05	4.72
STD. DEVIATION	3.62	3.53	3.73	3.64
n=	47	47	47	47



AJC STAFF SATISFACTION SURVEY

Q. Which American Job Center do you work at?	
American Job Center – Oahu	71%
American Job Center – Hawaii Island	13
American Job Center – Kauai	11
American Job Center – Maui	4
Q. How long have you work at the American Job Center?	
Less than 1 year	16%
1 to 5 years	47
6 to 10 years	9
11 or more years	29
Q. What is your official job title?	
Not reported due to small sample size; to ensure anonymity of responses	---

Q. Which program(s) do you work in?	
Adult Program	29%
Dislocated Worker Program	29
Youth Program	24
YouthBuild	13
Wagner-Peyser Program	36
Senior Community Service Employment Program (Older Workers)	18
Trade Adjustment Assistance	11
Temporary Assistance for Needy Families (TANF)	11
Other (Specific programs, where fewer than 5 said they worked were added to this category, to better ensure the anonymity of respondents)	27
n=	45

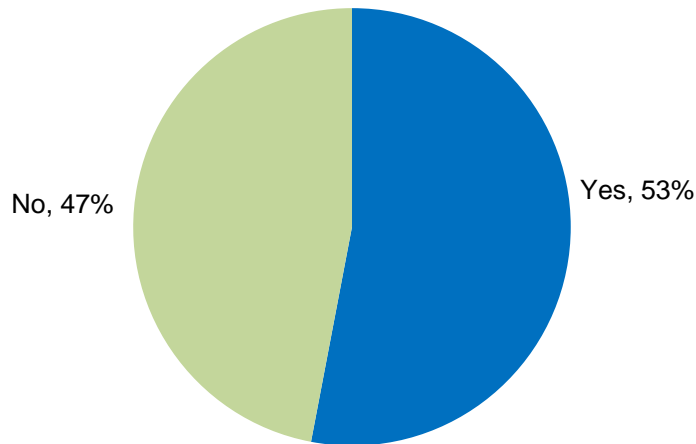
- AJC staff are largely confident in their ability to do their job well.
 - When asked how knowledgeable they are about their programs, staff returned a mean rating of 8.36 (SD 1.42) on a 10-point scale, where 1=not very knowledgeable and 10=very knowledgeable.
- A majority of employees reportedly received training within the past year to carry out their program.
- A vast majority feel they need additional training for their current program, new programs they might work in the future, or both.

Program Attributes



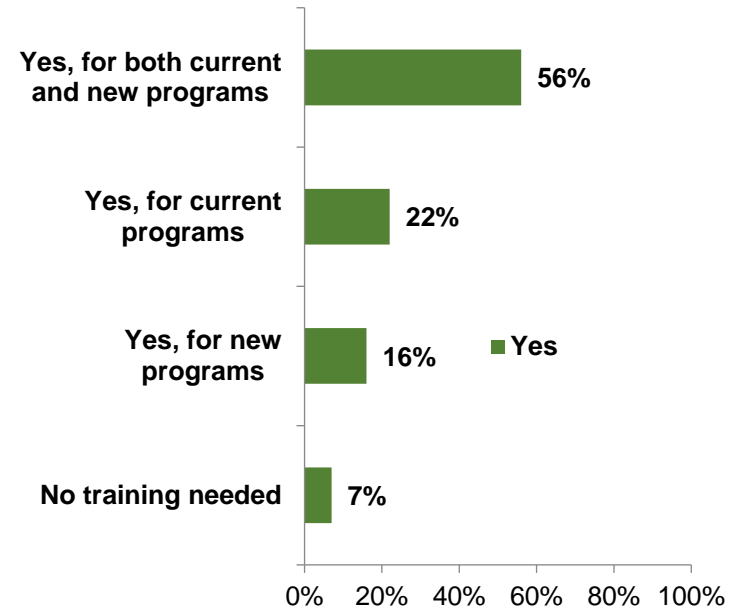
	Q. On a 10-point scale, where 1=not very knowledgeable and 10=very knowledgeable, how knowledgeable would you say you are in the program(s) that you selected above?	Q. On a 10-point scale, where 1=very dissatisfied and 10=very satisfied, what is your level of satisfaction in the financial, material, and administrative resources that are available to your program(s)?	Q. On a 10-point scale, where 1=not very well implemented and 10=very well implemented, in your opinion, how well are the core and mandatory programs being implemented in the American Job Center?
10	27% (Very knowledgeable)	9% (Very satisfied)	9% (Very well implemented)
9	18	11	9
8	36	18	22
7	11	4	20
6	4	7	7
5	2	29	24
4	2	7	7
3	0	7	0
2	0	4	2
1	0 (Not very knowledgeable)	4 (Very dissatisfied)	0 (Not Very Well Implemented)
MEAN	8.36	6.07	6.80
STD. DEVIATION	1.42	2.51	1.90
n=	45	45	45

Q. Have you had training within the past year to carry out the program(s) that you work in?



(n=45)

Q. Do you need additional training for current program(s) that you work in or training for new program(s) that you may be required to assist in the near future?



(n=45)



PERFORMANCE OUTCOMES

- **Credential Rate Measure**
 - Nothing much needed to improve.
- **Employment Rate Measures**
 - Improve on the quality of candidates in HireNet.
 - Better skills assessment of participants.
 - Better career planning for participants.
- **Effectiveness Serving Employers Measures**
 - Increase awareness of all services.
 - Better engagement with employers.