



AMERICAN JOB CENTER CUSTOMER SATISFACTION SURVEY

Focus on the Employer Survey

Prepared for
WDC Employer Engagement Committee
October 5, 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)
 - June 11 to July 3, 2020
 - Employers (initial online survey and follow-up phone survey, sample size: 197)
 - June 11 to August 7, 2020
 - AJC Staff (online survey, sample size: 45)
 - June 18 to July 17, 2020
- Participants used services from January 2017 to December 2019.



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.



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).



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.

Services and Programs

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

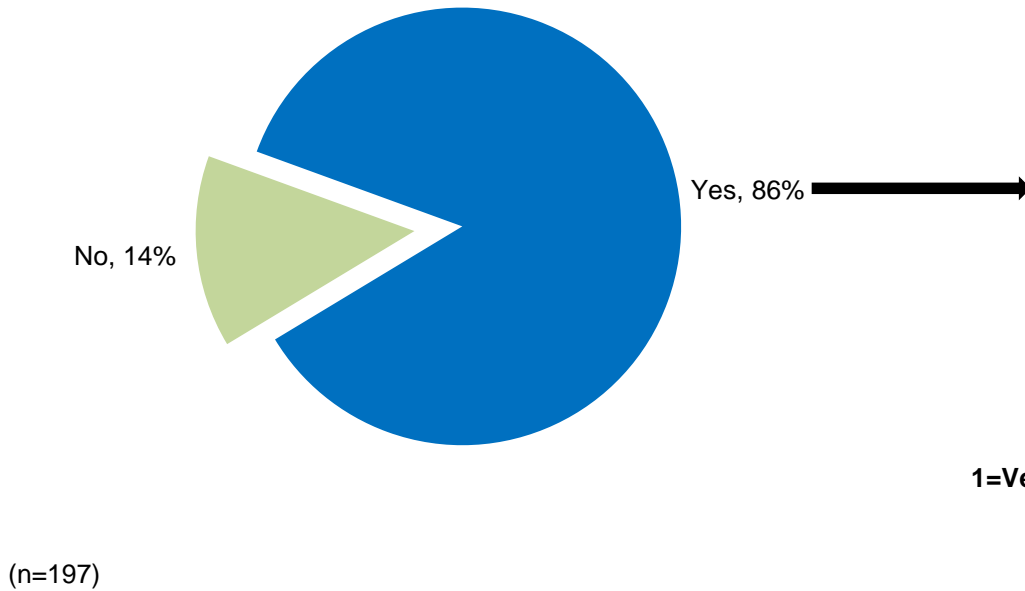
Q. How useful are the following employer-related services and programs offered by the American Job Centers to your organization? Use a 10-point scale, where 1=not very useful and 10=very useful. And if you have never heard of the service, you can answer that too. (Table 2 of 2)

	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

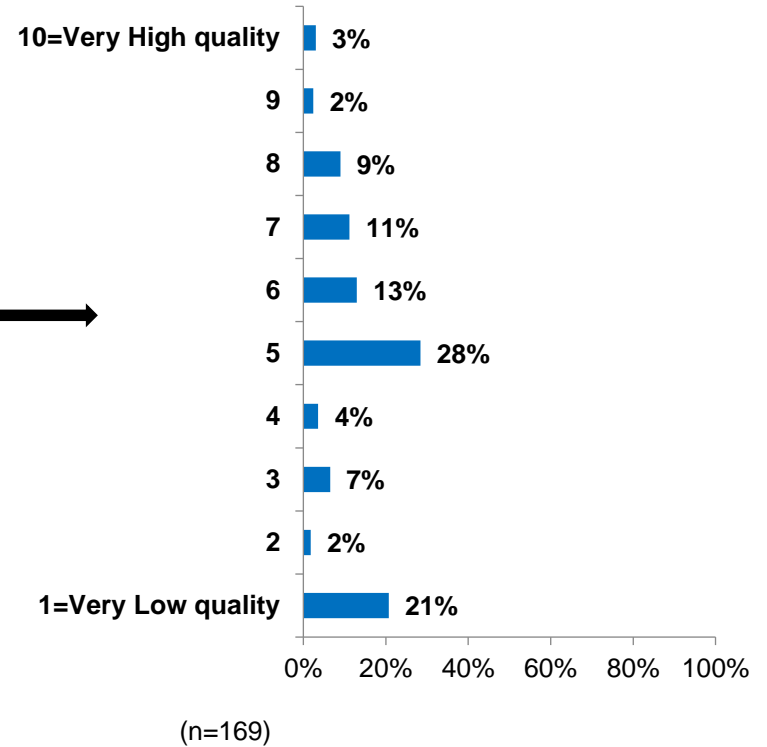
Q. How satisfied are you with the quality of employees that you have found, or found you, via the American Job Centers? Use a 10-point scale, where 1=not very satisfied and 10=very satisfied.			
	Total	Have Not Hired AJC Referrals	Have Hired AJC Referrals
10=Very satisfied	8%	4%	14%
9	4	0	9
8	7	4	10
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

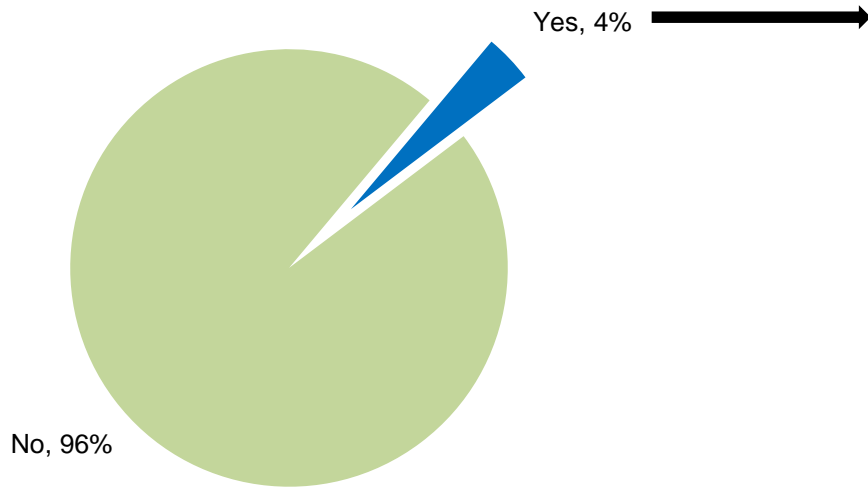
Q. Have you used HireNet Hawaii for your organization?



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

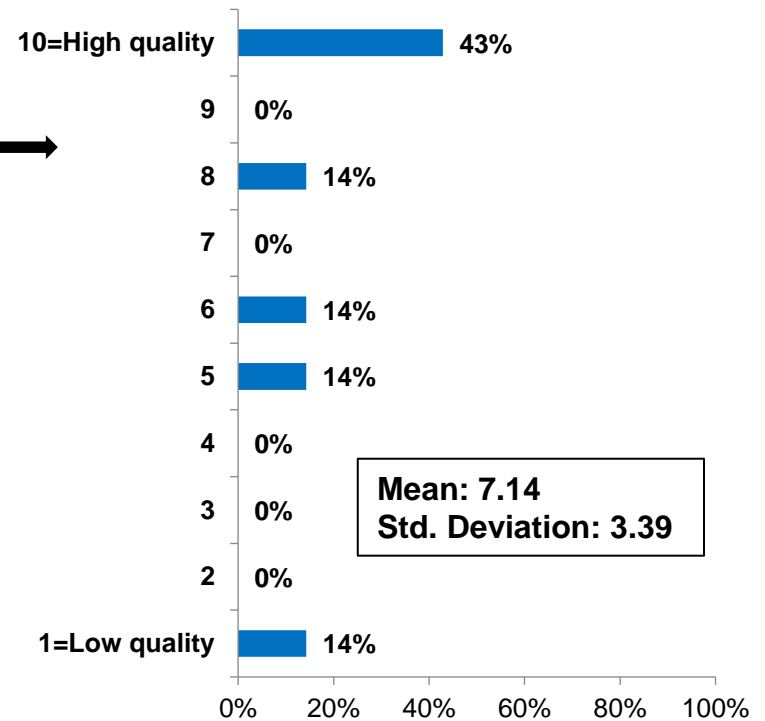


Q. In the past three years, has your organization used any of the employee training services provided by the American Job Centers?



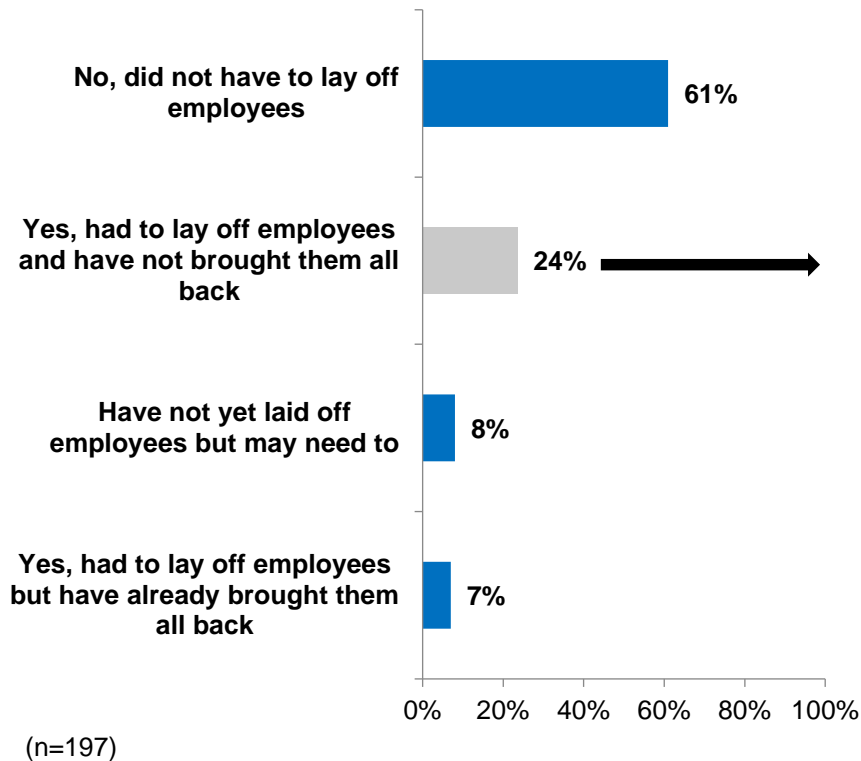
(n=197)

Q. How would you rate the quality of training that was provided?



(n=7)

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

- To frame the review of the data, the research firm reminded the client team at the outset of the presentation of findings that this satisfaction data is retrospective. With employers and jobseekers from the last three years selected for participation in the study, respondents were reflecting on their experiences over the last three years. The research firm reminded the client team that the unemployment landscape was dramatically different across those three years than it was in June 2020, when the data was collected. Unemployment was at about 2.9% when the contract was executed, had peaked at 23% in April 2020, and was about 18% when the interviews were conducted. It is likely, then, that employers and jobseekers might be experiencing the programs and services of the AJC differently than was reported when unemployment was under 3%.

- Given this reminder about the demand for employees in 2017-2019 (with very low unemployment), perhaps the outcome of the study should have been anticipated (i.e. higher satisfaction ratings from jobseekers than from employers). With assumptions that the “easily employable“ workers were already employed, it is not surprising that employers displayed relatively lower satisfaction with their experience and with the quality of jobseekers. The reader should note, however, that this would not have impacted the design of the research or the survey instrument. The instrument was developed as objectively as possible in order to collect both positive and negative comments, especially given the fact that no previous satisfaction research existed.

- The research firm recommended that WDC consider follow-up qualitative research among employers, to better understand their needs. Focus groups among employers should be convened, segmented by number of employees or whether or not the company has a dedicated HR function.