



**WORKFORCE**DEVELOPMENT  
COUNCIL

# **American Job Centers Customer Satisfaction Survey**

Presentation to Board

November 12, 2020

# Methodology

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	<b>JOBSEEKERS</b>	<b>EMPLOYERS</b>
<b>SURVEY TYPE</b>	Telephone survey	Mixed-method online and phone survey
<b>POPULATION</b>	Jobseekers who used AJC's services and programs in the past 3 years (n=192)	Employers who used AJC's services and programs in the past 3 years (n=1790)
<b>DATA COLLECTION PERIOD</b>	June 11-July 3, 2020	June 11-August 7, 2020
<b>SAMPLE SIZE</b>	n=155	n=197
<b>MAXIMUM SAMPLING ERROR</b>	+/-7.8%.	+/-6.9%

Note: Respondents in the study were reporting on satisfaction over the past three years, pre-COVID, when unemployment was around 3%.

# **Jobseekers**

# Profile of Jobseekers

Gender	
Male	41%
Female	59
County	
Honolulu	43%
Hawaii	31
Maui	16
Kauai	9
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

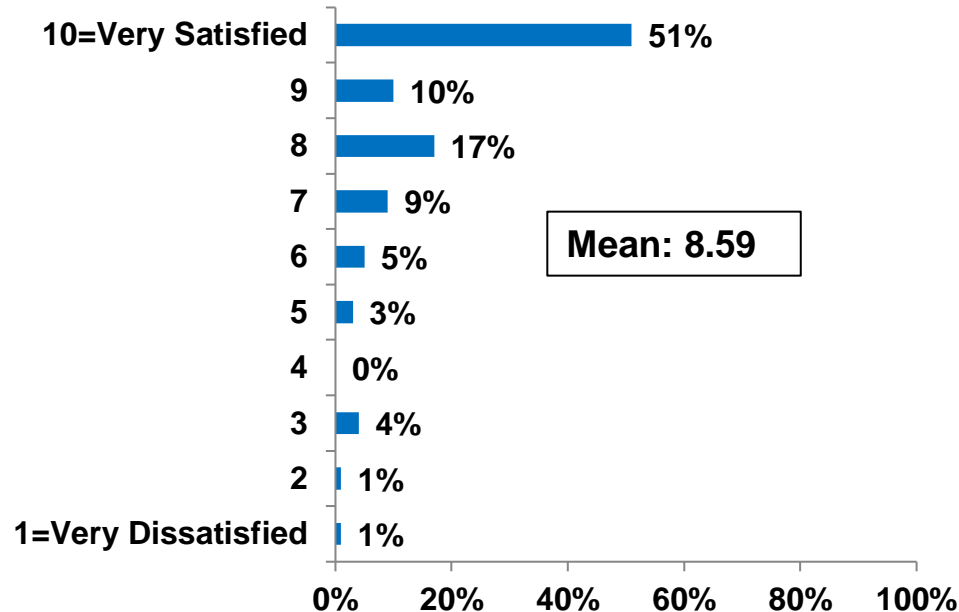
Age	
14 to 19 years old	13%
20 to 24 years old	10
25 to 34 years old	20
35 to 44 years old	18
45 to 54 years old	19
55 to 59 years old	5
60 years old or older	15
Current Employment Status	
Employed full-time	28%
Employed part-time	19
Employed as a contractor or freelancer	3
Employed by Uber, Lyft, Airbnb, or another tech company to provide on-demand services	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
<b>n=</b>	<b>155</b>

# Overall Satisfaction with AJC Programs and Services

Jobseekers, including those who apply for unemployment benefits, may access American Job Center services for HireNet Hawaii support, job search assistance, training opportunities and career planning services.

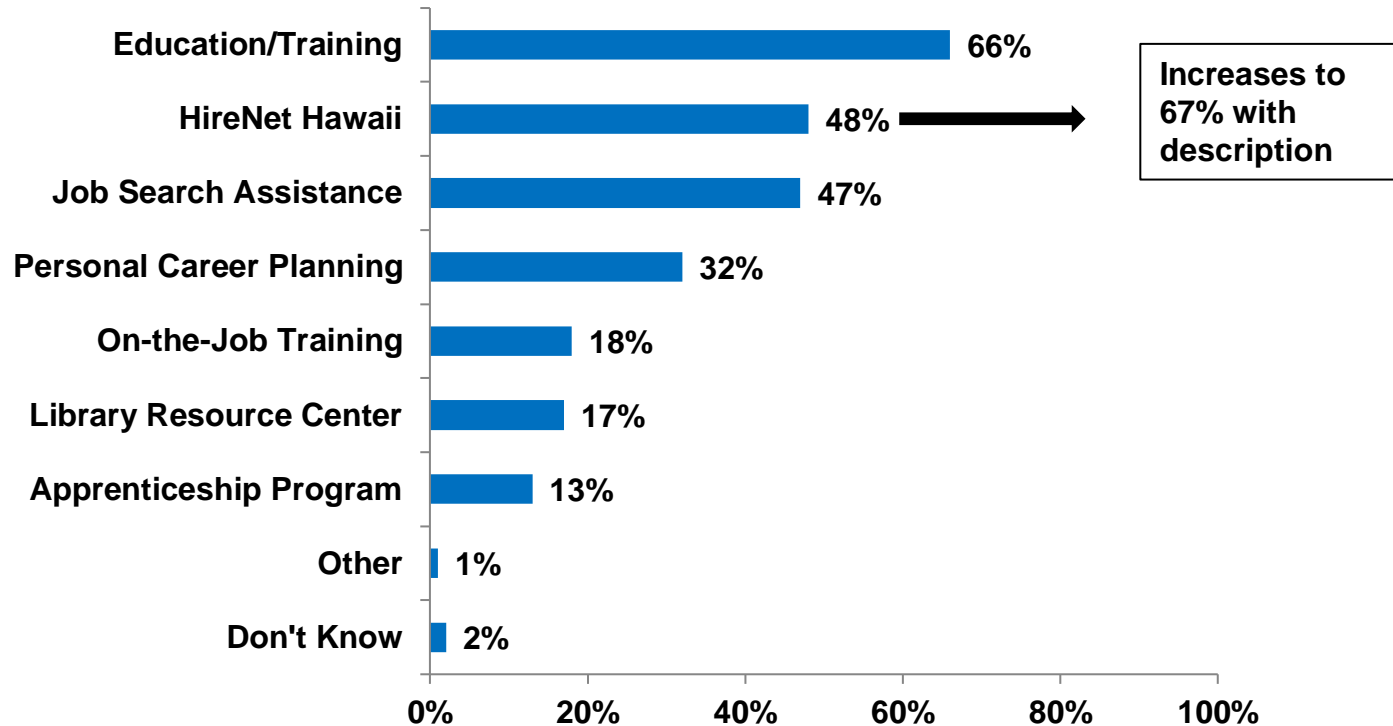
**Q. How satisfied are you with the services and programs provided by the American Job Center?**



(n=155)

# Usage of AJC Programs and Services

Q. What services and programs did you use? (Aided)



(n=155)

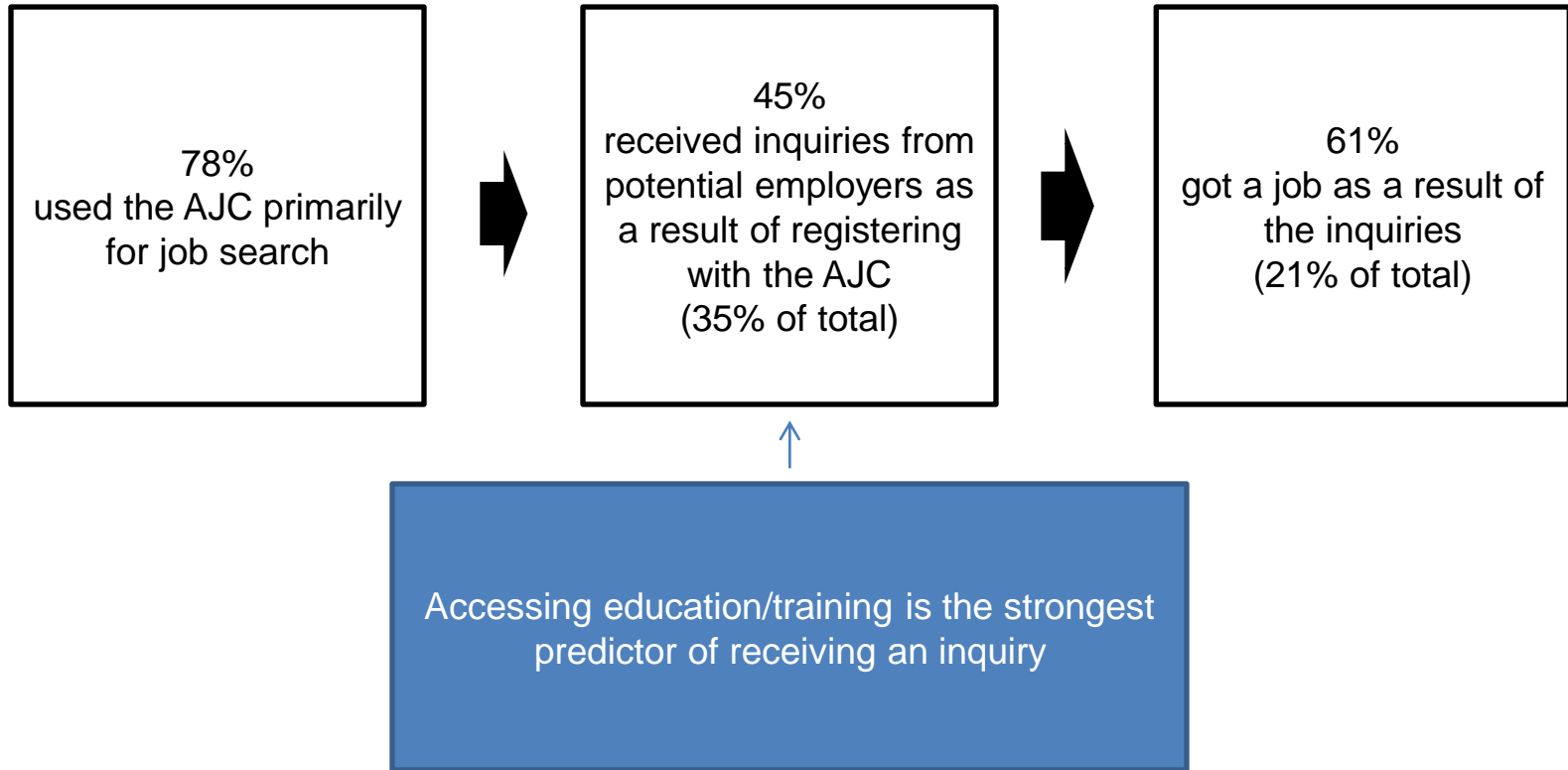
# HireNet Hawaii

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- USAGE: 67%
- QUALITY OF JOBS AVAILABLE AT HIRENET: 7.16
- IMPORTANCE OF HIRENET FEATURES:
  - Resume Posting: 9.12
  - Job Search: 8.79
  - Labor Market Information: 8.22
- SUGGESTIONS:
  - Make it easier to use/navigate (15%)
  - I am satisfied (13%)
  - Make it possible to change job criteria (8%)

# Job Search

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**Employers**

# 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
<b>MEAN</b>	<b>145 FTE</b>
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
<b>MEAN</b>	<b>43 PTE</b>
County	
Hawaii County	22%
Honolulu County	66
Maui County	12

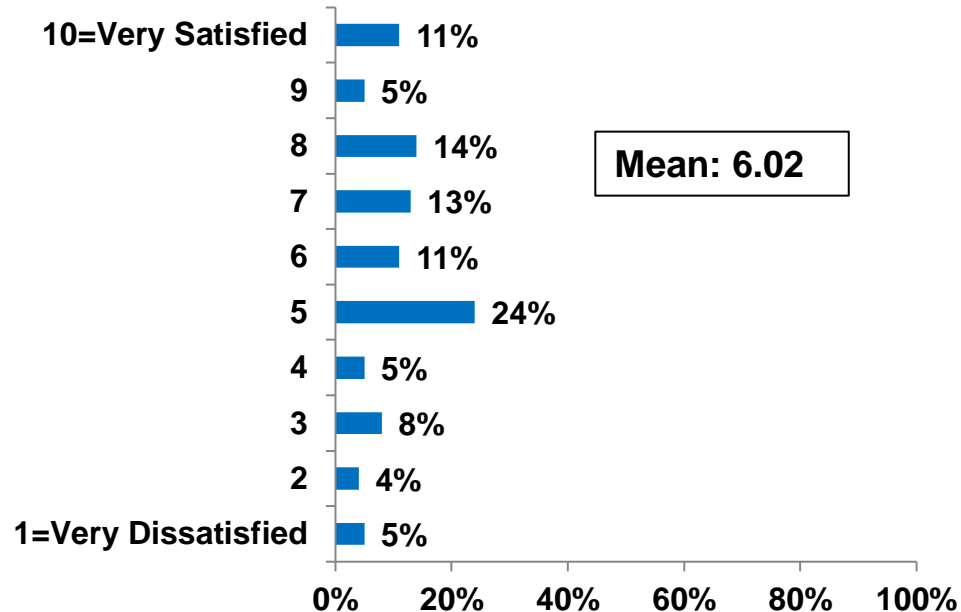
Industry	
Agriculture/Farm	3%
Automotive/Dealership/Repair	4
Construction	9
Education	6
Engineering	4
Financial/Insurance	5
Government	5
HVAC	1
Janitorial	2
Manufacturing	2
Medical/Healthcare	12
Legal Services	1
Non-Profit	5
Printing	2
Real Estate/Property Management	3
Recycling	1
Restaurant/Food Service	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
<b>Base=</b>	<b>197</b>

# Overall Satisfaction

American Job Centers provide free services including job search assistance, HireNet Hawaii support, training opportunities, and career planning services.

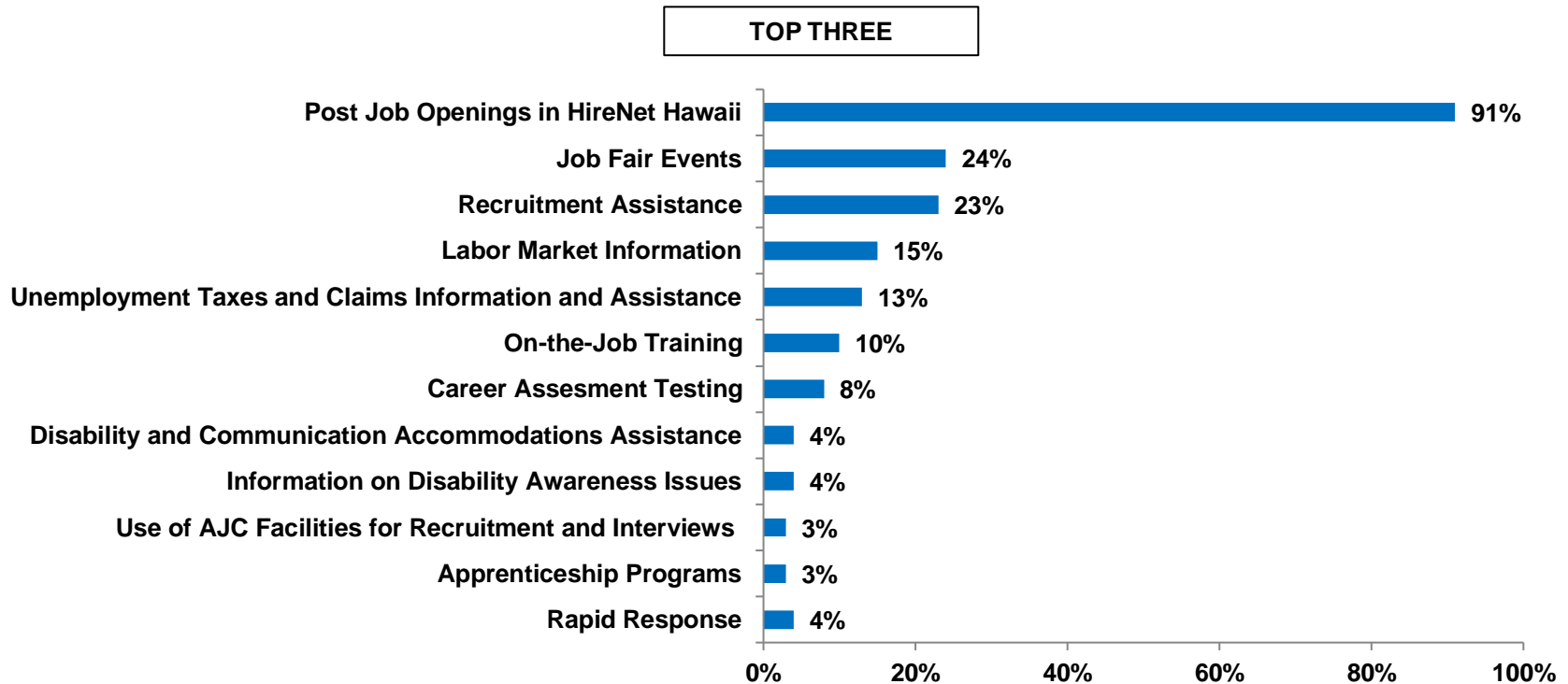
**Q. How satisfied are you with the services and programs provided by the American Job Center?**



(n=197)

# Usage of AJC Programs and Services

Q. Which employer-related services and programs offered by the AJC have you used the most often, the second most often, and the third most often?

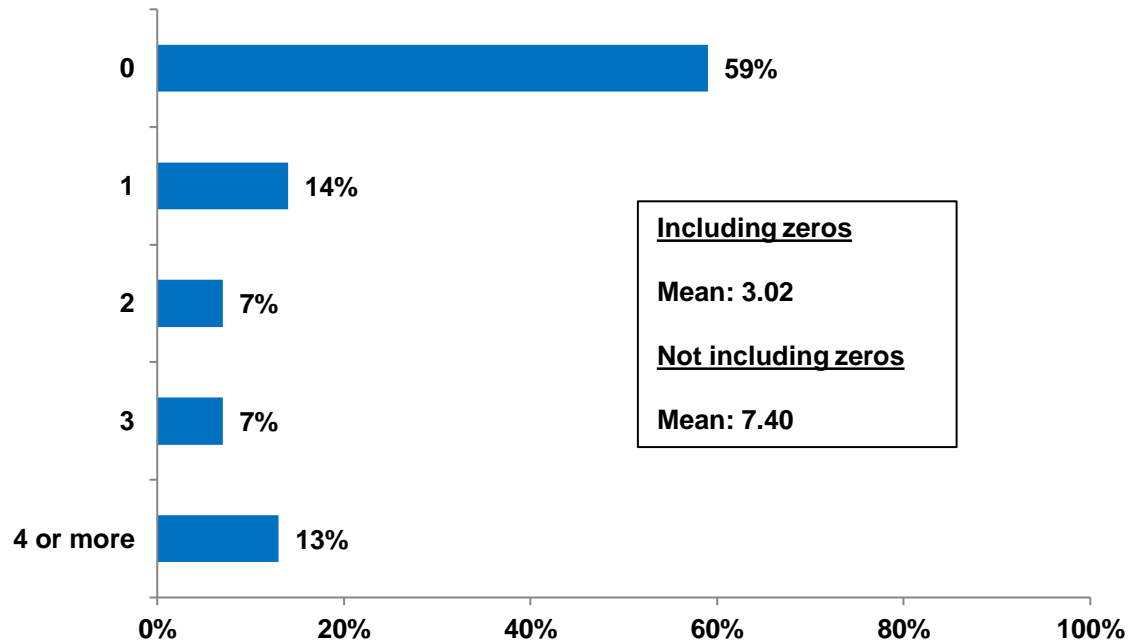


(Base=197)

# Recruitment

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**Q. As far as you can recall, approximately how many employees who were screened, identified, and referred by the American Job Centers have been employed by your organization in the past three years? Just your best estimate is fine.**



(Base=197)

# Recruitment

**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.**

	<b>Total</b>	<b>Have Not Hired AJC Referrals</b>	<b>Have Hired AJC Referrals</b>
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
<b>MEAN</b>	<b>4.54</b>	<b>3.41</b>	<b>6.18</b>
<b>Base=</b>	<b>197</b>	<b>116</b>	<b>80</b>

# Recruitment

<b>Q. Please explain your rating.</b>	
	<b>Total</b>
No one applied for our positions/Very few applied	16%
Those that applied were not qualified/Lacked skills	15%
We didn't hire anyone	14%
We found quality employees/Reliable/Hard working	11%
We haven't used this service/I'm not familiar/Used it a long time ago	10%
Just doing it fulfill a requirement/Not really interested in working	8%
They soon left/Were terminated/Didn't work out	6%
They are not reliable/No drive	5%
They didn't respond when I tried to contact them	5%
The employees we hired were satisfactory	5%
Candidates were not a good fit for our company	3%
The experience of working with AJC could be better/I'm not satisfied	3%
They didn't show up for their scheduled interview	3%
We had issues with the website/Technical problems	3%
They were criminals/Thieves	2%
They weren't interested in what we had to offer	2%
AJC did a good job with helping us	2%
<b>Base=</b>	<b>197</b>

# HireNet Hawaii

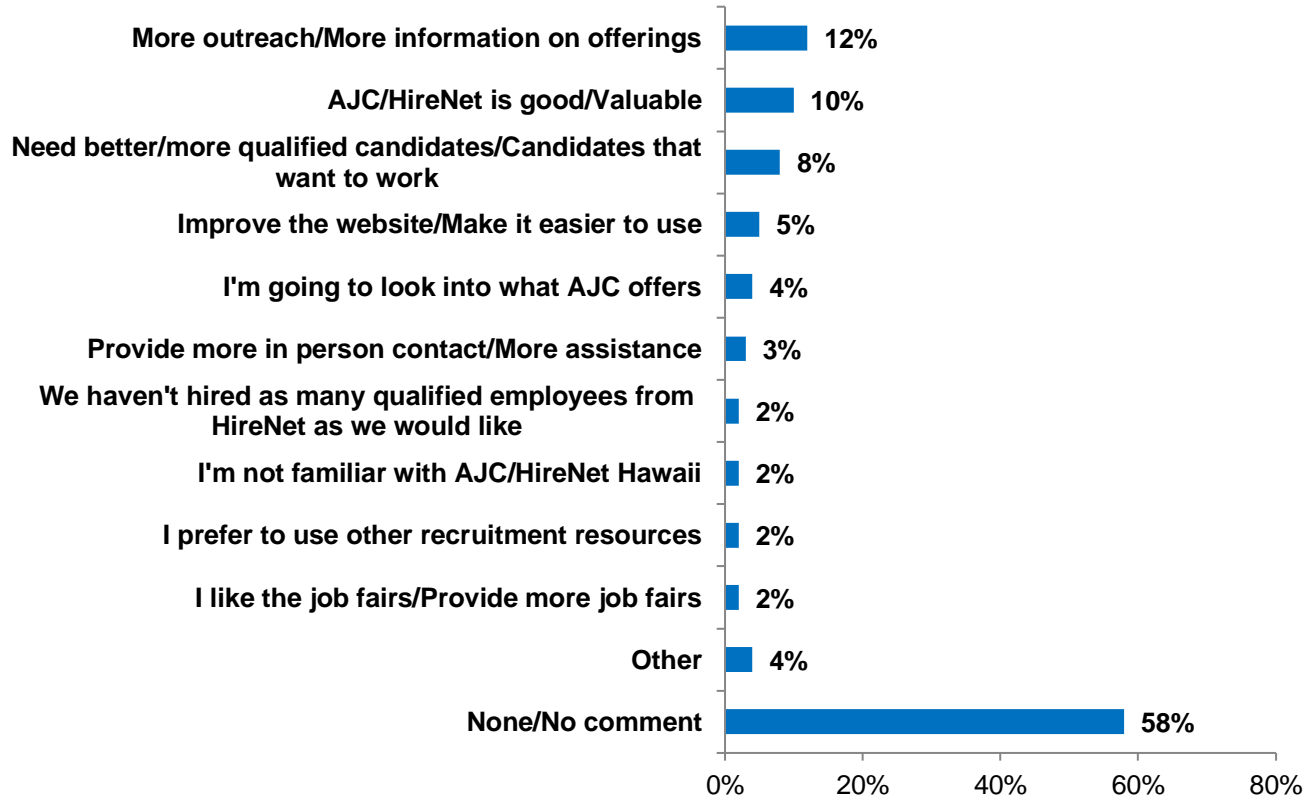
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- USAGE: 86%
- QUALITY OF CANDIDATES AVAILABLE AT HIRENET: 4.83
- IMPORTANCE OF HIRENET FEATURES:
  - Job Posting: 3.38
  - Resume Search: 2.75
  - Job Search: 1.78
  - Labor Market Information: 1.10
- SUGGESTIONS:
  - Make it easier to use/navigate (15%)
  - Screen candidates better (8%)
  - Require candidates to include contact information (7%)
  - Improve filtering and search options (7%)
  - Make it easier to post jobs (7%)



# Additional Comments or Suggestions

Q. Do you have any other comments about the American Job Centers as a whole, or about the specific services and programs, including things you would like to see improved or things you like about the services and programs offered?



(n=197)

# Conclusions

# Conclusions

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- Reported jobseeker experience with the AJC is far more positive than the employer experience with the AJC.

	<b>JOBSEEKERS</b>	<b>EMPLOYERS</b>
<b>OVERALL SATISFACTION WITH AJC</b>	8.59	6.02

- AJC is connecting jobseekers to employers --- jobseekers are receiving inquiries and employers are hiring AJC referrals --- though these proportions could improve

<b>JOBSEEKERS</b>	<b>EMPLOYERS</b>
<ul style="list-style-type: none"><li>• 45% of those who used AJC primarily for job search received inquiries as a result of registering with the AJC (35% of total sample)</li><li>• 61% of those who received inquiries got a job (21% of total sample)</li></ul>	<ul style="list-style-type: none"><li>• 41% employed workers screened, identified, and referred by AJC</li><li>• Mean number of workers employed: 7.40 (3.02 including zeros)</li></ul>

# Conclusions

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- HireNet Hawaii one of the AJC's most often used services. There is agreement on what features are important, but a disconnect on the quality of jobs and the quality of candidates

<b>HIRENET HAWAII</b>	<b>JOBSEEKERS</b>	<b>EMPLOYERS</b>
<b>USAGE</b>	67% have used it	86% have used it
<b>FEATURES</b>	MOST IMPORTANT: Resume posting  LEAST IMPORTANT: Labor Market Information	MOST IMPORTANT: Job Posting  LEAST IMPORTANT: Labor Market Information
<b>QUALITY</b>	OF JOBS POSTED: 7.16	OF CANDIDATES: 4.83

# Conclusions

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- Usage of AJC services by jobseekers, beyond HireNet, has room to improve, especially since using other programs, especially education and training, increases the likelihood of receiving a job inquiry.
- Usage of AJC services by employers can also improve. Employers do not seem to be using or are not even aware of the services available at the AJC.
- Outreach to employers, to better understand their needs and challenges, is recommended, given the relatively lower levels of satisfaction among this audience.

**Questions?**