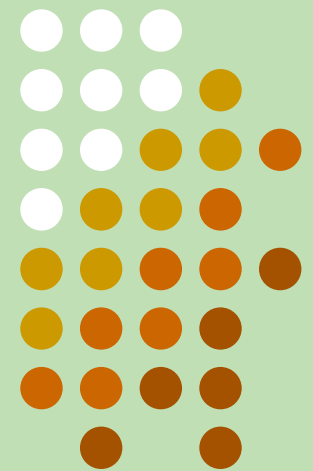
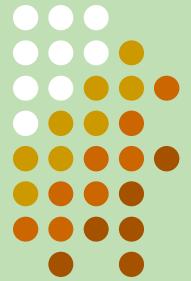


Workforce and Economic Development Customer Satisfaction Survey Highlights

Institutional Research
Ivy Tech Community College
December, 2007

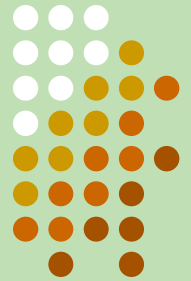


WED Customer Satisfaction Survey Background

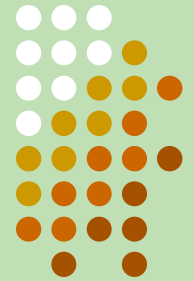


- Sponsor – Rob Jeffs, WED Vice-President
- Objectives:
 - Assess WED Customer satisfaction
 - Establish Baseline for Strategic Plan Metric
 - Improve understanding of customer needs and wants

WED Customer Satisfaction Survey Background



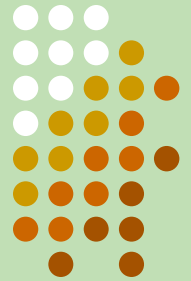
- Method – On-Line (Snap Software)
 - Sample Size – 228 Survey Invitations
- Sample: WED client contacts who completed training through Ivy Tech between July 1, 2006 – June 30, 2007
- Surveys were deployed at the end of two six-month phases:
 - December, 2006
 - June, 2007
- 99 Total Responses (43%)



Overall Satisfaction

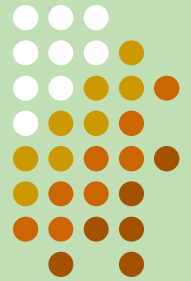
- Statewide, WED customers are:
 - Overwhelmingly pleased (**92%** “**Very Satisfied**” or “**Satisfied**”) with the most recent training course they purchased (This is the measure which is one of the Strategic Plan 2010 Metrics)
 - Quite likely to use WED training services again in the future (**94%** - “**Very Likely**” or “**Likely**”)

Satisfaction By Frequency Of Use



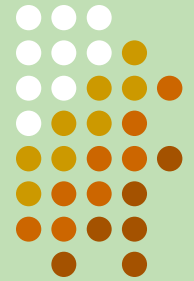
- **67%** of respondents say they have purchased **at least two** Ivy Tech courses during the last five years
- **96%** of customers using **more than one** training course are, including all courses, either “**Very Satisfied**” or “**Satisfied**” with their purchase
- **93%** of single purchase customers were either “**Very Satisfied**” or “**Satisfied**”

WED Client Profile *



- Statewide, WED customers are:
 - Concentrated in two economic sectors:
 - 46% “Manufacturing”
 - 19% “Other Services”
 - Unevenly distributed among WED Regions: Bloomington, Indianapolis and Terre Haute account for:
 - 61% to total training courses
 - 67% of class seats
 - 31% of all customers
 - Concentrated among a relatively few large organizations
 - Top 15 clients account for 59% of courses sold
 - Remaining 182 clients account for 41% of courses sold

* Last two categories (above) are based on analysis of WED client database, not survey results

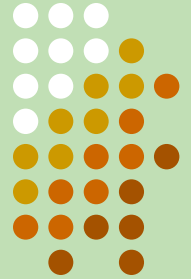


WED Client Profile

- Statewide, the most used training course categories are:
 - **“Management Training”** - Accounts for 31% of courses
 - **“Personal Computer Skills”** - Accounts for 21% of courses:
 - Microsoft Office (12%)
 - “Other” software (5%)
 - PC-based skills such as knowledge of the operating system and keyboarding (4%)

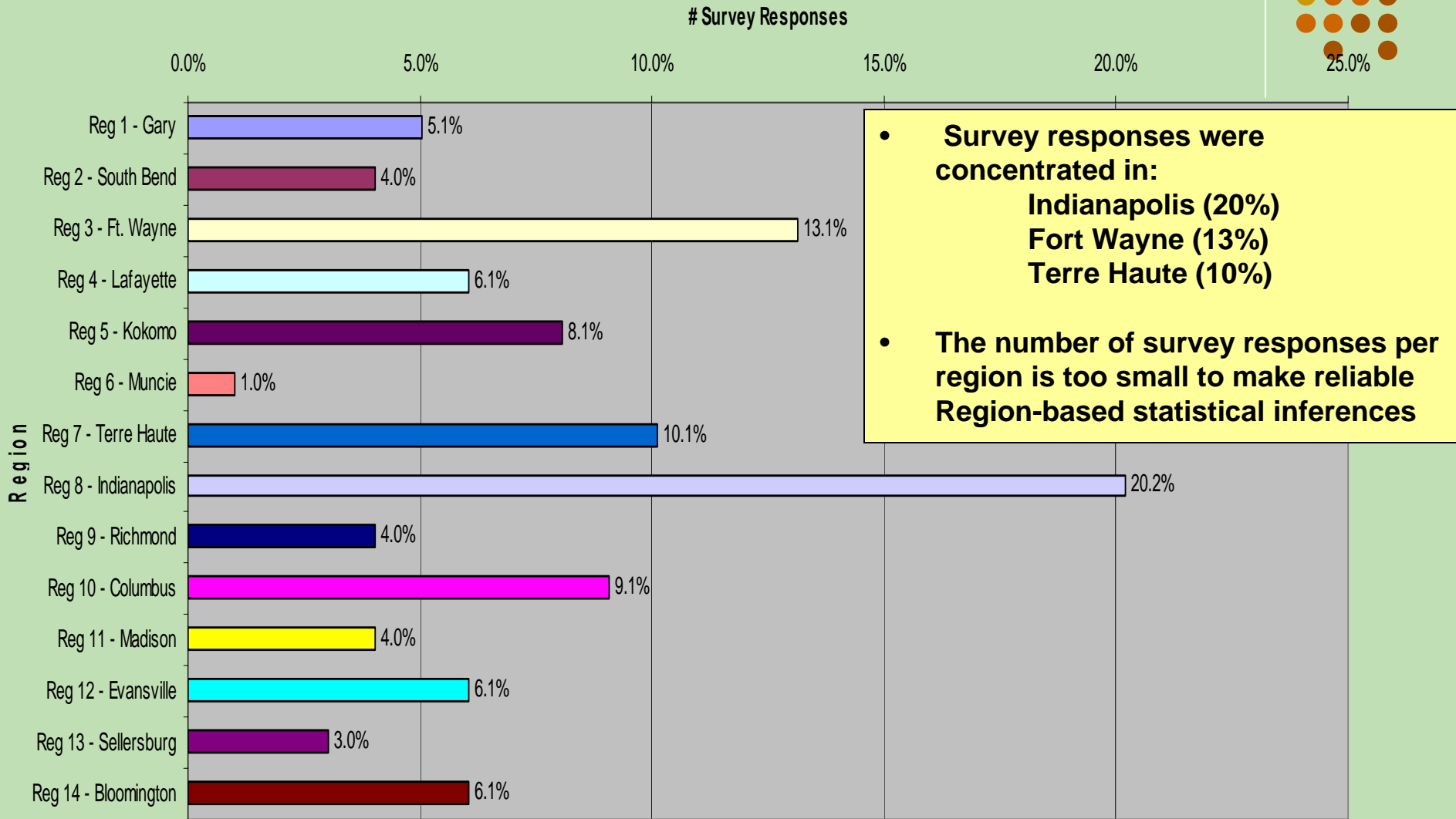
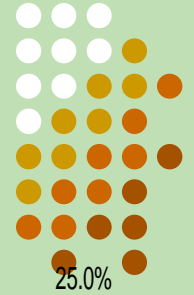
Note: Data above are based on analysis of WED customer database, **not survey responses**. Course categorizations are based on course names provided in customer database and, consequently, are not definitive

Key Findings and Recommendations



- **WED should consider the following approaches to increase its penetration of training markets across regions by:**
 - Leveraging the verbatim responses to understand what clients want and tailor marketing pieces and approaches accordingly
 - Identifying successful sales / marketing practices in Regions with demonstrated training sales success
 - Leveraging the curriculum strength already developed in “Management” and “Computer-Focused” training
 - Seeking to serve clients in a broader range of organization types
 - Delivering training courses aligned with employee work schedules and places (Anywhere / Anytime training, including on-line or Computer Based Training (CBT))
 - Improving its understanding of individual customer needs, preferences, and expectations before training services are designed and delivered
 - Providing course curriculum documentation that highlights essential elements and minimizes the need for student note taking
 - Leveraging the goodwill of current clients by soliciting customer referrals

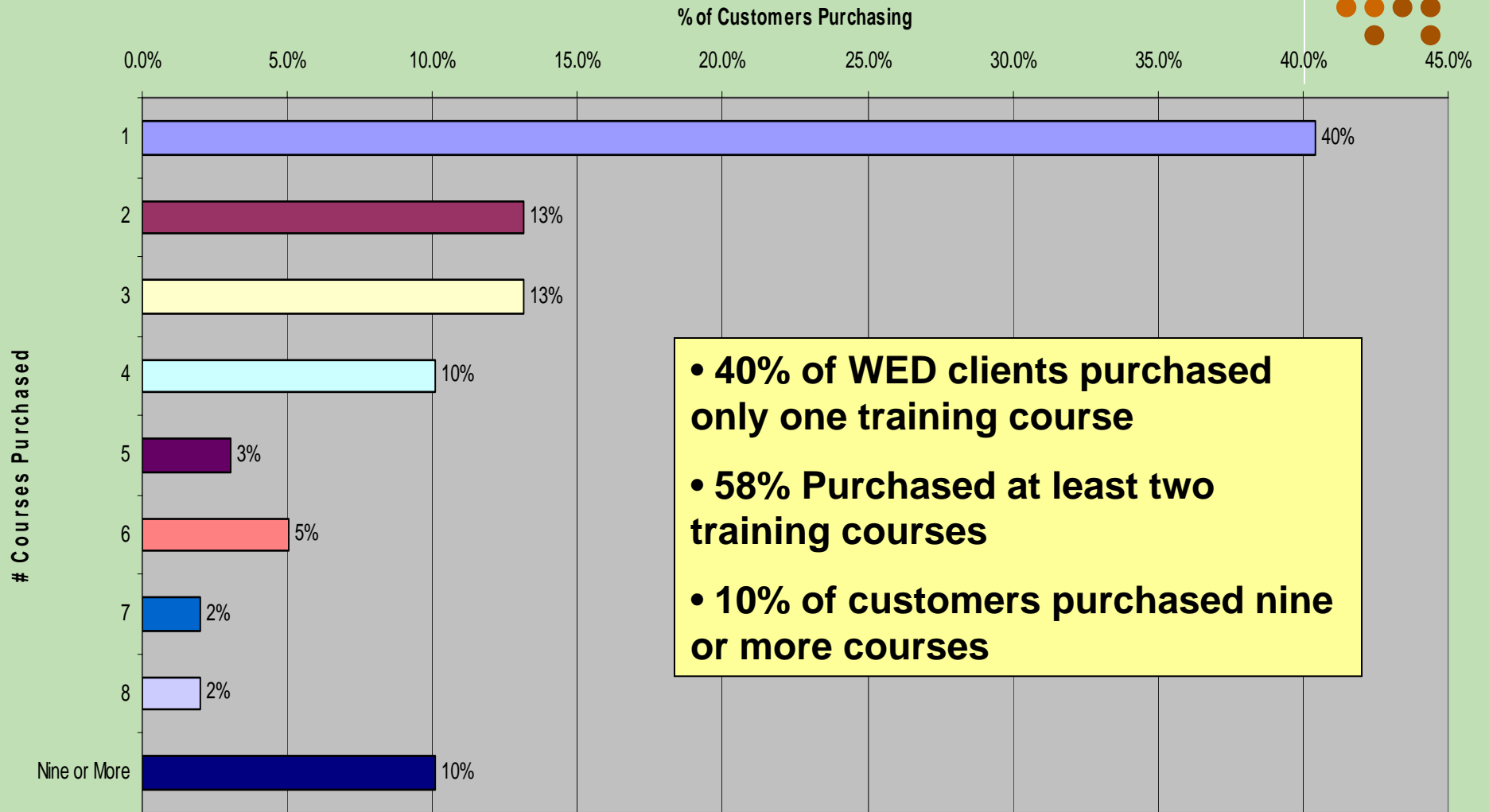
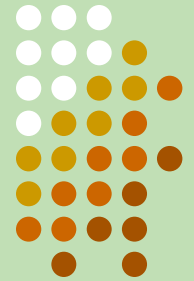
Survey Responses By Region



- **Survey responses were concentrated in:**
Indianapolis (20%)
Fort Wayne (13%)
Terre Haute (10%)
- **The number of survey responses per region is too small to make reliable Region-based statistical inferences**

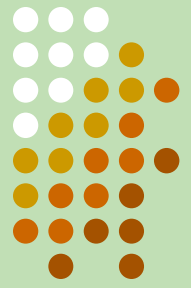
Total Responses = 99

Number of Courses Purchased July 1, 2006 to June 30, 2007

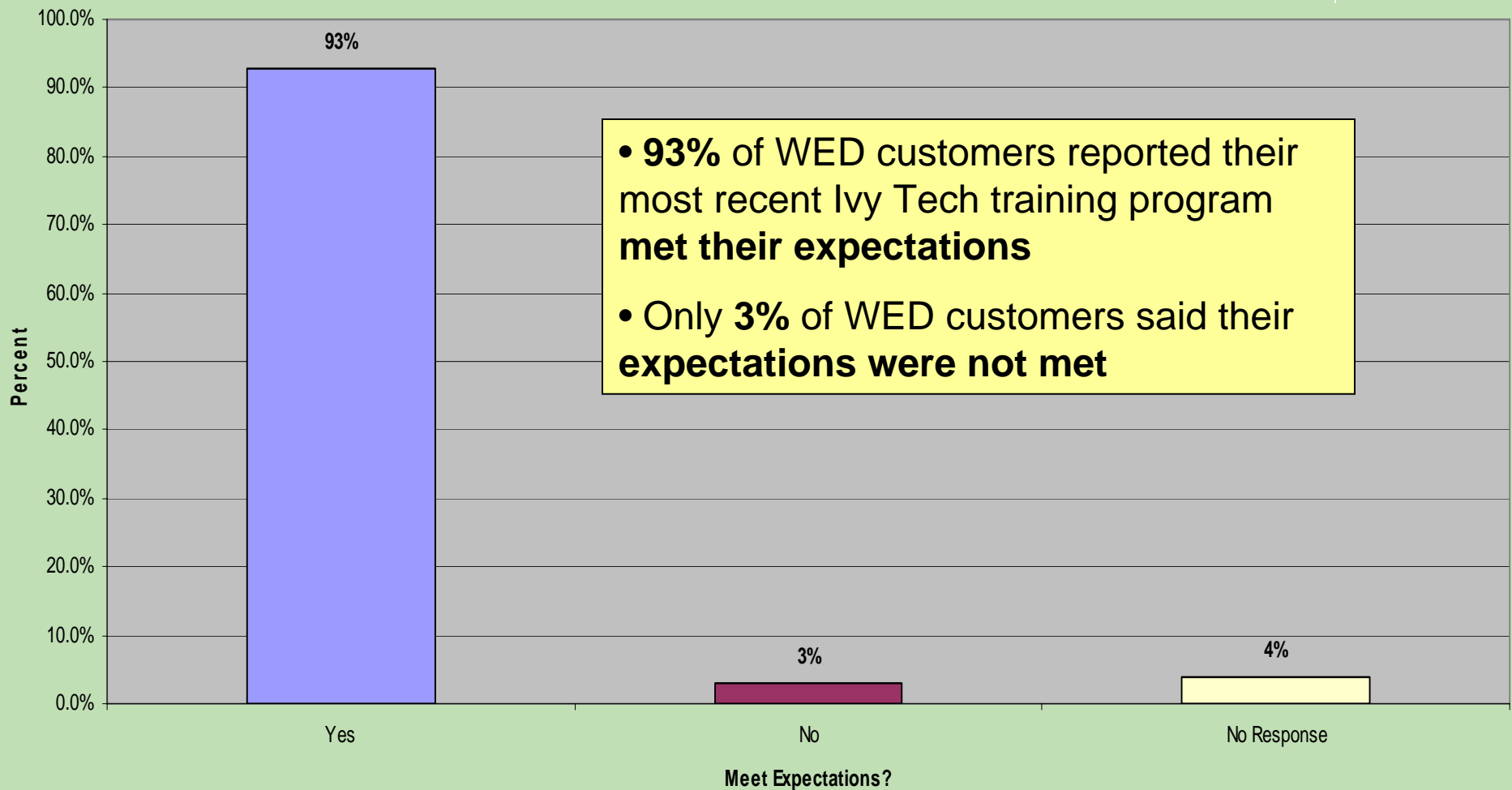


Total Responses = 99

Question #2 – How many Ivy Tech training courses has your company used during the period [Jul 1, 2006 to June 30, 2007]?

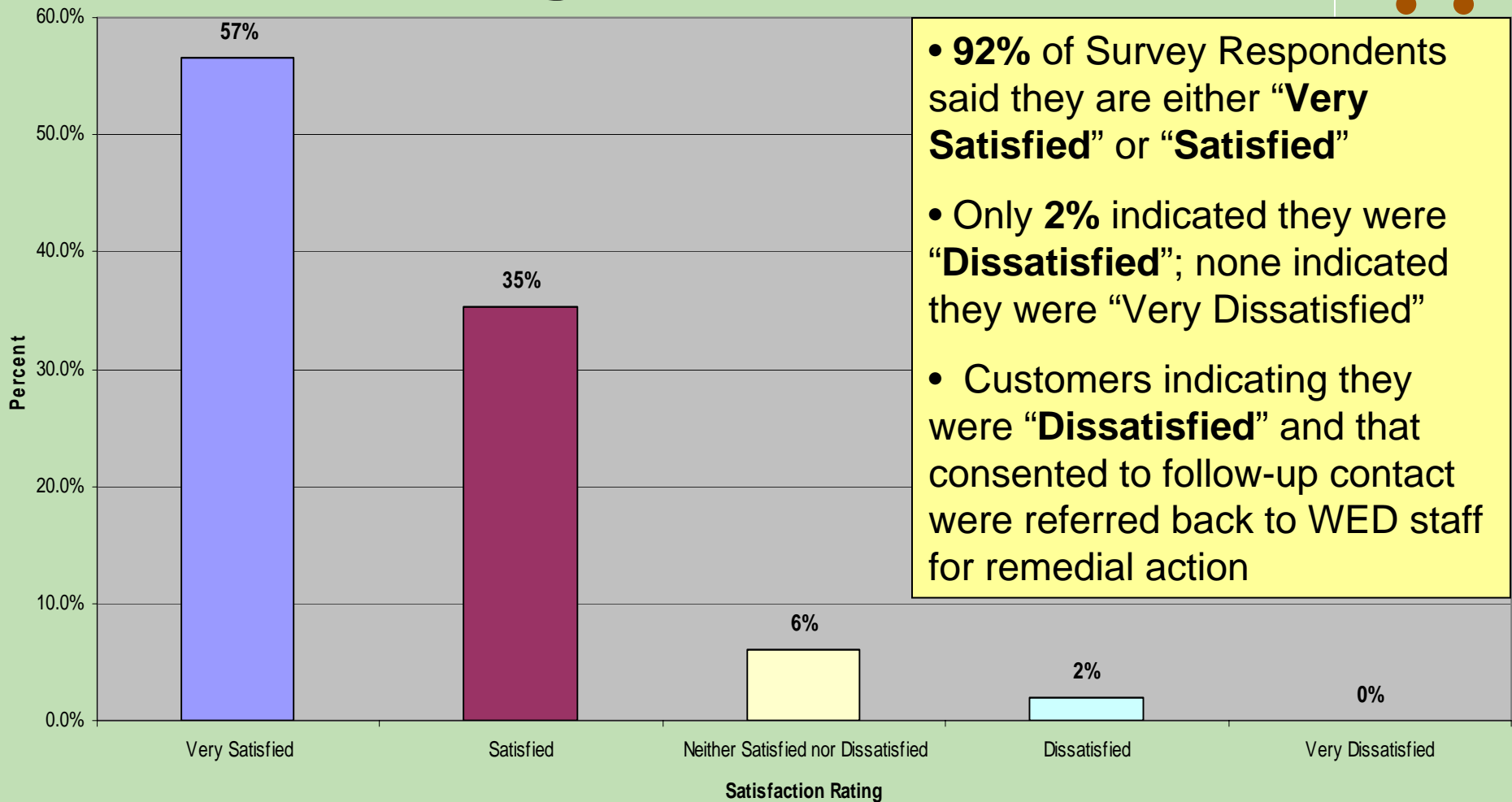
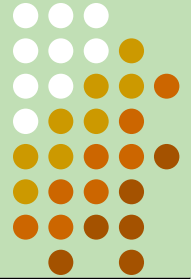


How well Did The Training Programs Purchased Meet Customers' Expectations?



Question # 7 - Did the [most recent] training program provided by Ivy Tech meet your expectations?

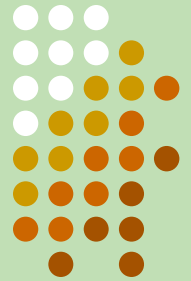
Satisfaction With Most Recent WED Training Course



Question #10 – From the list below, select a rating level that indicates your overall satisfaction with the training provided by Ivy Tech during the one [most recent] course listed above.

Total Responses = 99

Customer Satisfaction By (Most Used) Course Categories

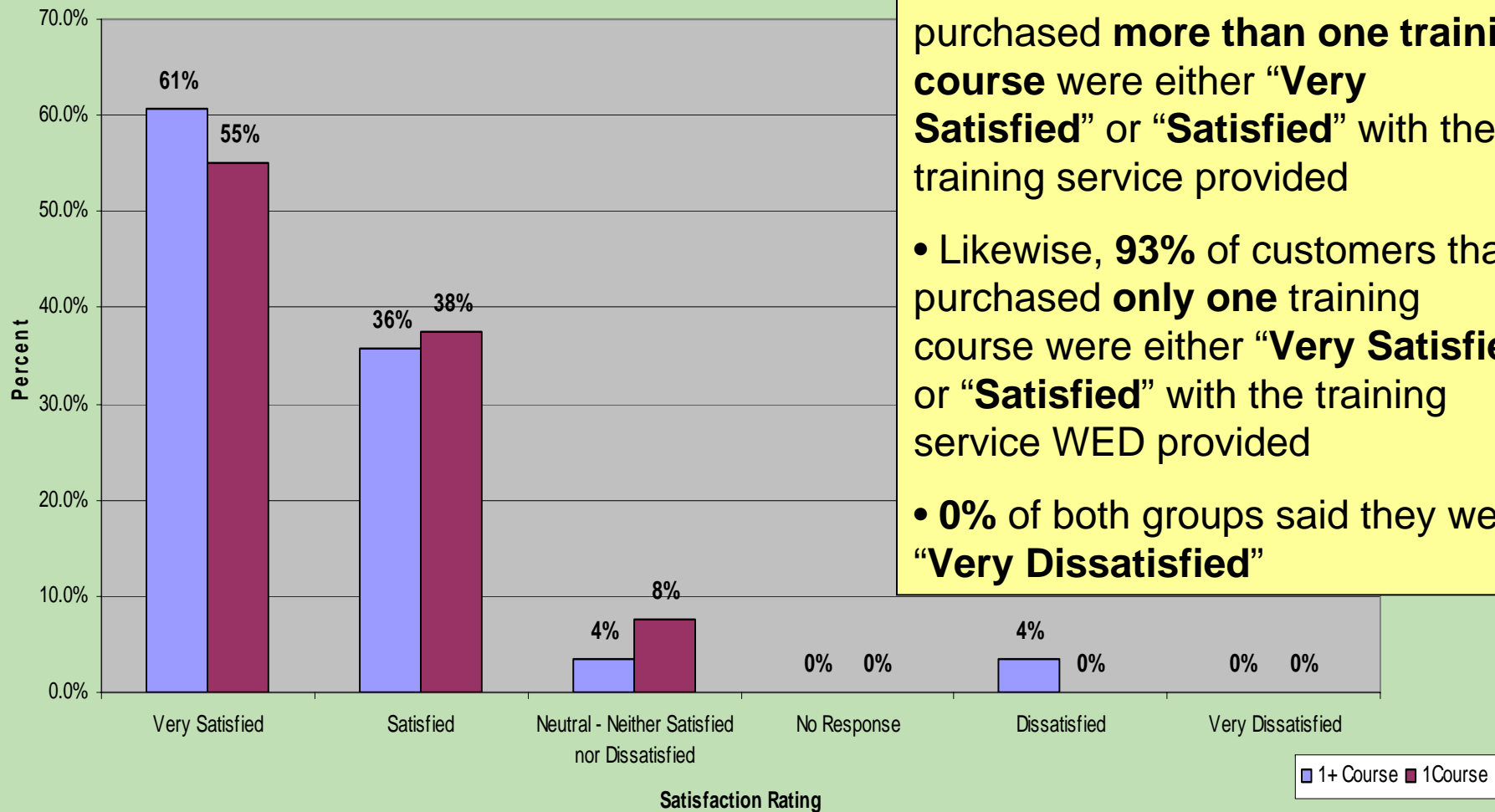
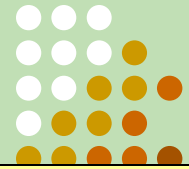


Course Category	Count	% Dissatisfied	% Neutral	% Satisfied	% Very Satisfied	% Satisfied or Very Satisfied
Management Training	16	0.0%	12.5%	18.8%	68.8%	87.5%
Miscellaneous Other	13	7.7%	7.7%	38.5%	46.2%	84.6%
Microsoft Office	9	0.0%	11.1%	44.4%	44.4%	88.9%
Other Software Training	9	11.1%	0.0%	33.3%	55.6%	88.9%
Welding	7	0.0%	0.0%	71.4%	28.6%	100.0%
Computer skills	6	0.0%	0.0%	16.7%	83.3%	100.0%
FIRST AID/Safety	5	0.0%	0.0%	40.0%	60.0%	100.0%
Math	5	0.0%	0.0%	0.0%	100.0%	100.0%
Spanish / ESL	5	0.0%	20.0%	20.0%	60.0%	80.0%
Combined - Computer-Based Skills	24	4.2%	4.2%	33.3%	58.3%	91.7%
Average (All Categories)	99	2.0%	6.1%	35.4%	56.6%	91.9%

Note: Categories based on grouping of similarly named courses in WED customer database

Question # 5 – Most recently completed course name & **Question #10** – Overall satisfaction with the [most recent] training provided by Ivy Tech

Satisfaction With WED Training By Number Of Training Courses Purchased

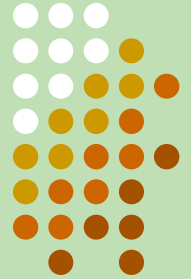


- **97%** of WED customers that purchased **more than one training course** were either **“Very Satisfied”** or **“Satisfied”** with the training service provided
- Likewise, **93%** of customers that purchased **only one** training course were either **“Very Satisfied”** or **“Satisfied”** with the training service WED provided
- **0%** of both groups said they were **“Very Dissatisfied”**

1+ Courses Responses = 58; 1 Course = 40

Question #2 – How many Ivy Tech training courses has your company used during the period [July 1, 2006 to June 30, 2007]? **Question #10** – Overall satisfaction with the training provided by Ivy Tech during the one [most recent] course listed above.

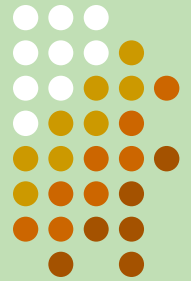




WED Customer Voices...

Representative Verbatim Comments From Open-Ended Survey Questions

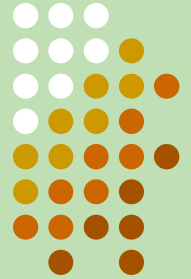
What Were Their Training Goals?



- Train and Certify 15 [auto air conditioning] technicians
- We wanted to offer general awareness training to employees in a non-supervisory role about the topics of workplace violence and sexual harassment prevention.
- Our plan was to introduce our employees to a class that would give them the basics of the Spanish language. We have an exploding population of Hispanic and people and many become involved in our legal system
- Enable new employees to read blueprints and read gages
- Teach unskilled employees basic welding techniques
- To familiarize our toolmakers and machine repairmen with AutoCad
- Introduce the software [Microsoft Project] into daily work scheduling
- Give our Maintenance Associates a thorough understanding of basic electricity
- Increase skill level [in Microsoft Excel] of participants.

Question #6: What did you plan to accomplish with this [most recent] training?

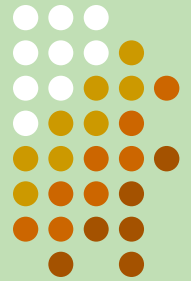
What Results Came of Training?



- Our employees came back with a new/better understanding of the Spanish language and were confident that they could maybe help individuals for information purposes then they could not before
- We were able to promote 5 individuals [Mig welders]
- The employees were able to use the [MS Access] program with limited instruction at work
- At the start of the [IC3] training, none of them had employment. After the training, 10 of them were able to get jobs within 3 months
- ..., the employees job performance improvements [using AutoCad] are noted in timely and accurate completion of required independent tasks and in group projects. Collaboration has increased, as a result of the training, among the workforce
- Employees have been able to use the different software to gain productivity. We aren't able to measure it, but can see a difference

Question #8 – Please describe any differences in job performance viewed as a result of this [most recent] service/training

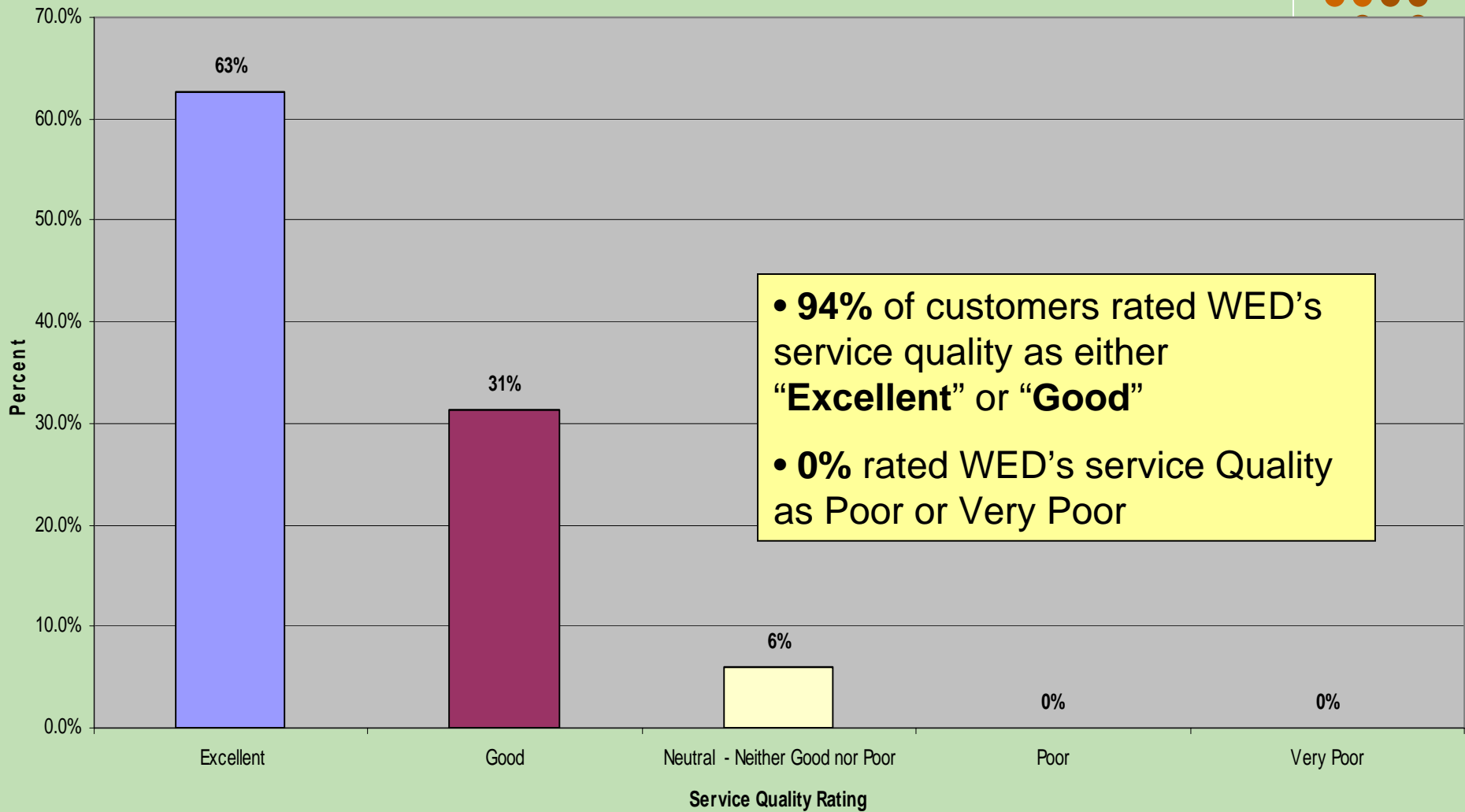
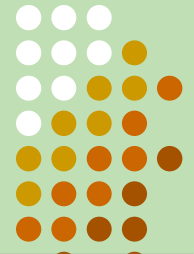
What Additional Customer Benefits From Training Were Realized?



- This [blueprint reading] course helped make the restructuring projects on campus possible by helping us to train employees with little or no experience in motor manufacturing
- Saved on recruitment costs for the welding positions by training incumbent workers
- Allowed the staff to use the new [Microsoft Access] software
- Our trades are better able to handle the AutoCad software, which increases their efficiency in the shop.
- Employee retention and continued participation in our educational programs.
- The more knowledge employees have about [OSHA] safety, the more conscious they will be on the job. This is a long-term process in which we will reap benefits of lower worker's compensation claims and accidents
- ..., by utilizing contract trainers, we avoided having to increase staff
- able to qualify for more contracts that need certified aluminum welders

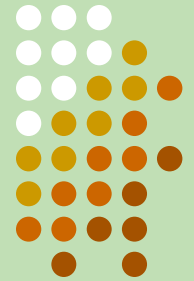
Question #9 – Please describe any cost savings, waste reduction, or other financial benefits of the training Ivy Tech provided

Quality of Service Rating For Most Recent Training Course



Total Responses = 99

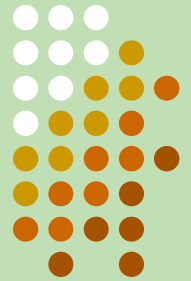
Question #13 – From the list below, select a rating level that indicates your evaluation of the quality of service received from Ivy Tech Community College.



WED Customer Voices...

Representative Verbatim Comments From Open-Ended Survey Questions

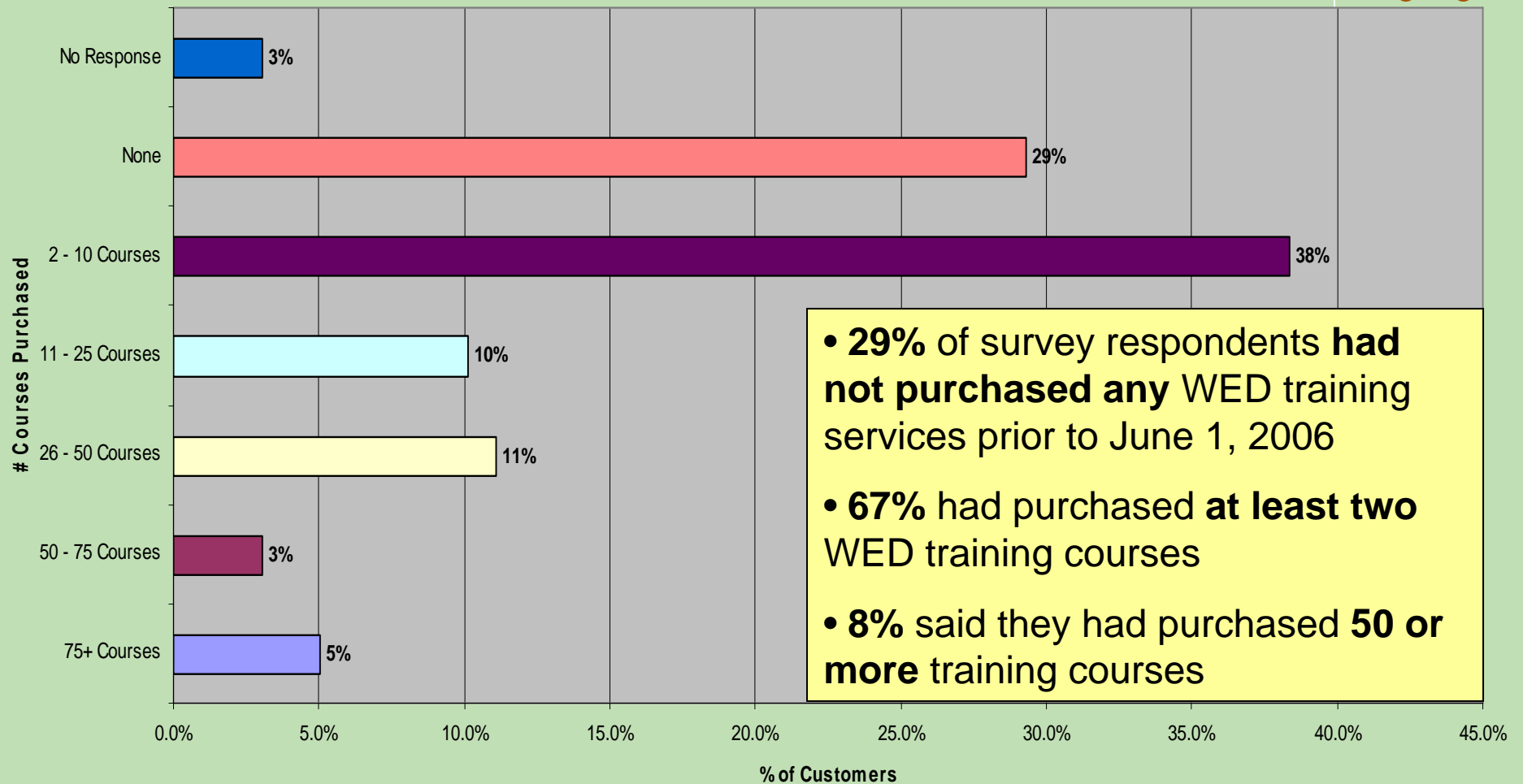
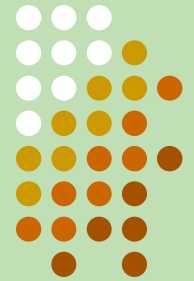
Suggestions for Improvement of Training Experience



- I like to train employees in smaller, more efficient modules
- Any way to improve participation and keep students tuned in will always be beneficial. Chachkeys, such as the belt deflection gauges and calculators, pocket manuals, etc
- Listen with more of an ear for our business needs...they are different than typical academic needs. We needed to be on a faster pace to meet our business challenges
- Continue to provide the service needed and look for more innovative ways to deliver courses that support a rotating work schedule
- I would have preferred to have had the participants tested for each phase of the [IC3] training at the conclusion of that section or unit instead of having them return on their own for the testing
- There should be a manual/handout that completely follows the training from start to finish so that the distraction of note-taking is kept to a minimum

Question #12 - How could have Ivy Tech improved your training experience?

WED Course Purchases (Prior to June 1, 2006) In Last Five Years

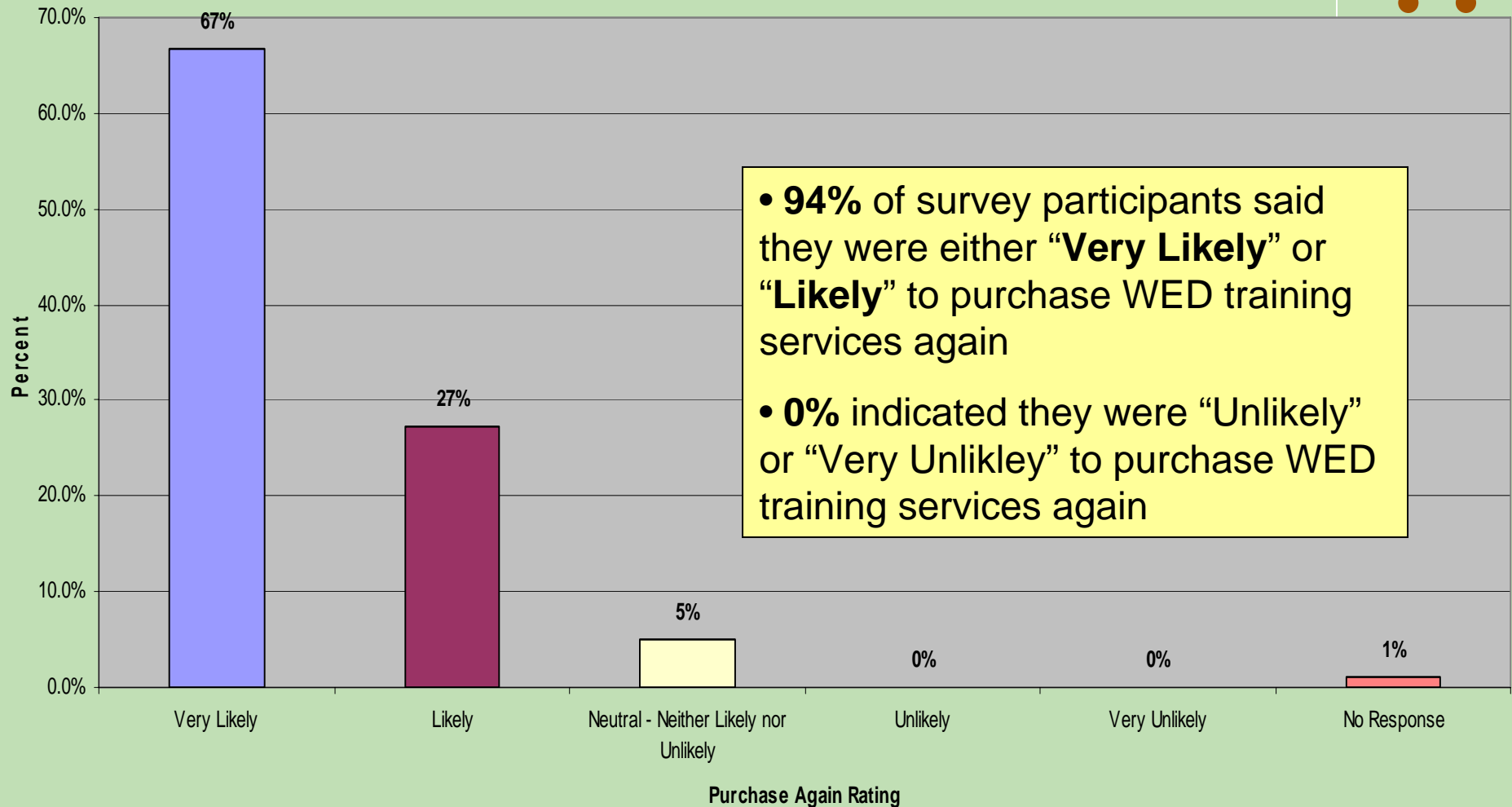
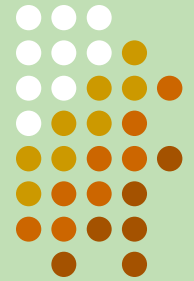


- **29%** of survey respondents **had not purchased any** WED training services prior to June 1, 2006
- **67%** had purchased **at least two** WED training courses
- **8%** said they had purchased **50 or more** training courses

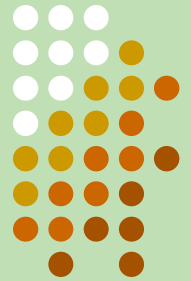
Total Responses = 99

Question #17 – Excluding the period [Jul1, 2006 to June 30, 2007], approximately ²² how many training program courses has your organization purchased from Ivy Tech in the past 5 years?

Future Training Purchase Intent



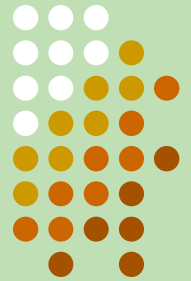
Total Responses = 99



WED Customer Voices...

Representative Verbatim Comments From Open-Ended Survey Questions

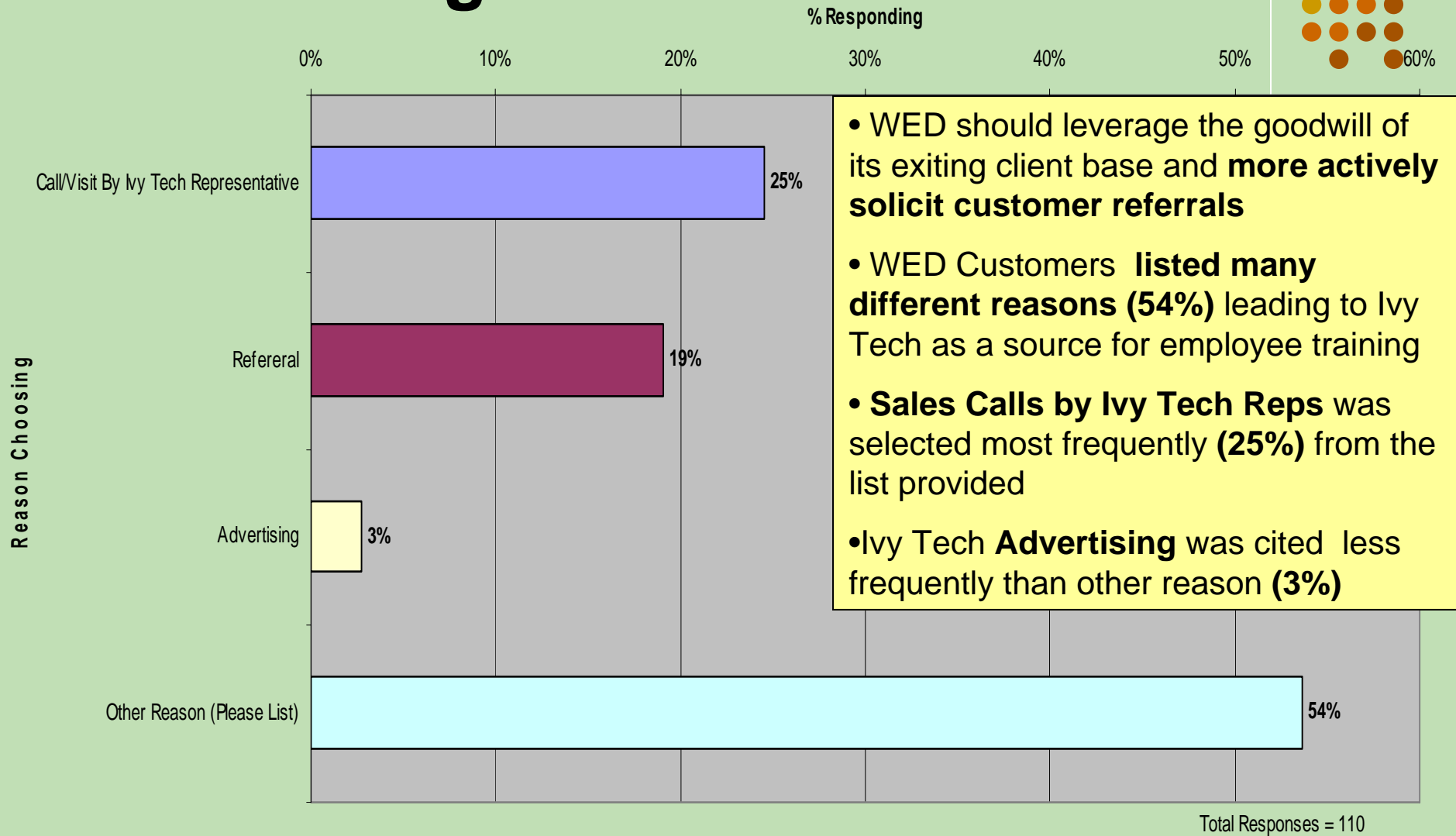
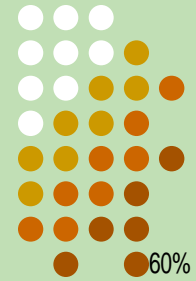
Things Customers Liked About WED Training Services



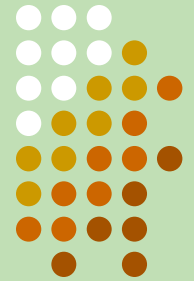
- The Ivy Tech Staff and Faculty was very interested and helpful in serving our needs
- I liked that I was able to co-facilitate the training with the IVY Tech instructor
- The instructor was excellent. His pace was perfect for the employees
- On-site training, tailored to our needs, schedule diversity
- Lab environment
- Very impressed with the speed in which staff responds to identified needs. The staff is always willing and delivers quality customized training as needed
- Local, very close to our manufacturing facility
- They are always adaptable to meet whatever type of goal or objective that has been identified for our students and offer additional inputs and suggestions to make the program interesting and marketable to our student body
- The instructor was well prepared and was very helpful in answering questions and kept the class moving forward so there was no wasted time

Question #11 – What, if anything, did you particularly like about your training experience with Ivy Tech Community College?

Why Customers Choose Ivy Tech For Training



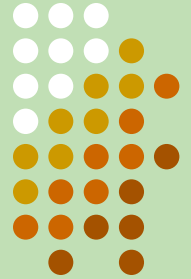
Question #16 – How did you first come to consider Ivy Tech for training services (Check all that apply)?



WED Customer Voices...

Representative Verbatim Comments From Open-Ended Survey Questions

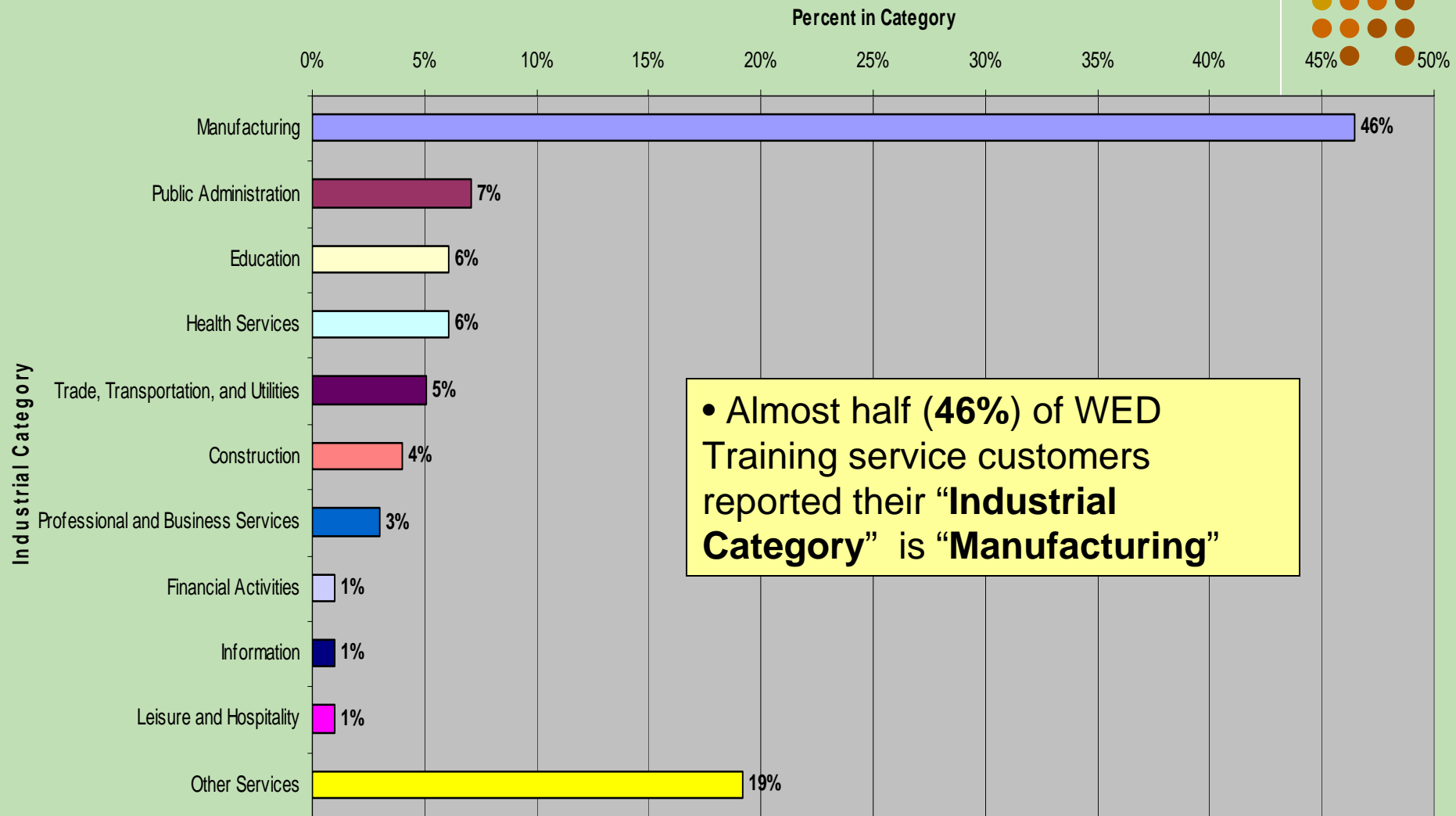
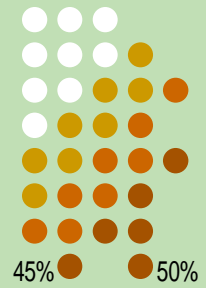
Other Reasons WED Customers Chose Ivy Tech



- They are on our training provider list and generally the cost is cheaper
- Ivy Tech is well known in these parts
- I had sent a general e-mail requesting interest in receiving an RFP for training we were planning. IVY Tech responded to that e-mail.
- Brochure in the mail about this specific course.
- Currently training apprentices and seemed a logical place to start to acquire training for salaried employees
- Convenience of location and availability of qualified trainers
- When I transferred to [customer company name] Ivy Tech was already being utilized by our site. We have maintained this due to vendor satisfaction
- Had attended an OSHA training seminar conducted at Ivy Tech. Was pleased with the results
- I knew [Ivy Tech contact] and contacted him directly.

Question #16a – How did you first come to consider Ivy Tech for training services? (Other reasons not shown on pick list provided)

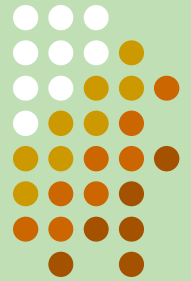
Respondents' Industrial Category



Total Responses = 99

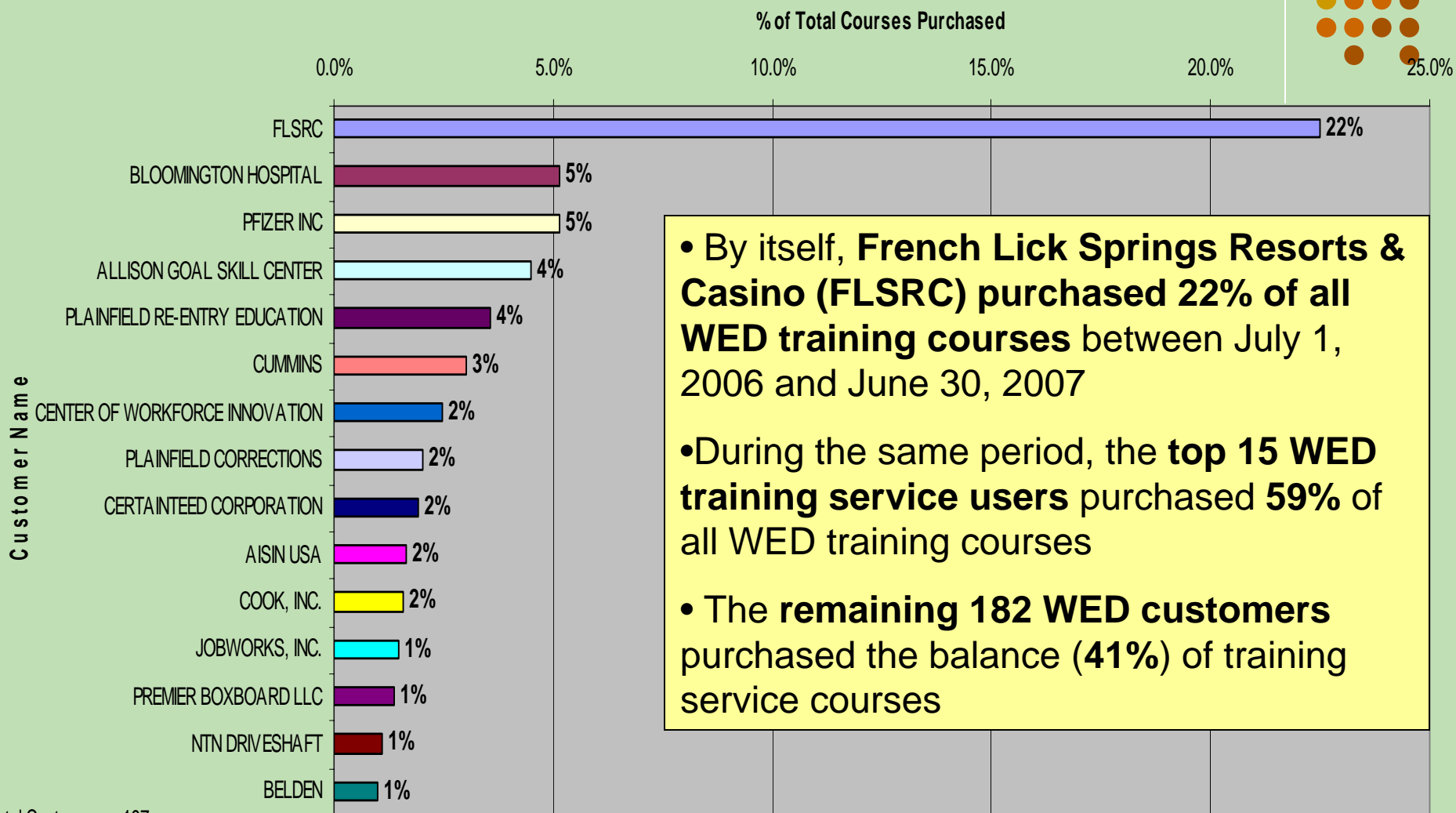
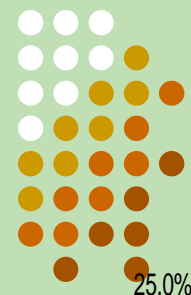
Question #19 – From the list below, pick the one item that best describes your businesses industrial category.

Regional WED Customer Data



- The source for the next five slides uses customer data provided by Regional WED staff submitted to deploy the satisfaction survey
- Some of the customer records did not include customer contact information sufficient to be included in the survey but, where applicable, are included here

Frequent Users of Ivy Tech Training Services



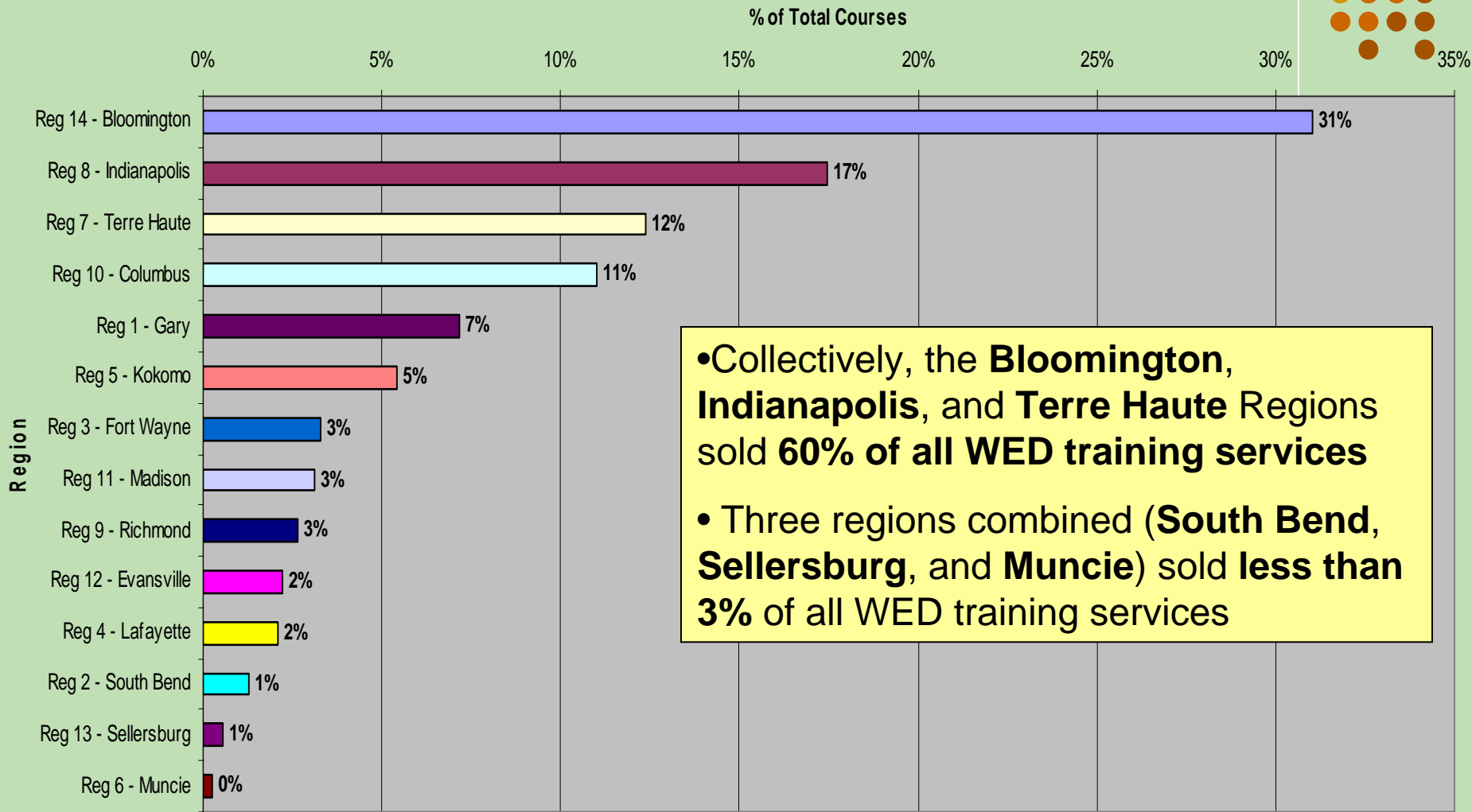
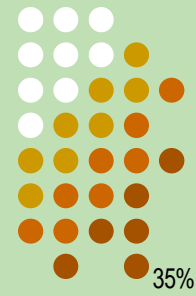
- By itself, French Lick Springs Resorts & Casino (FLSRC) purchased 22% of all WED training courses between July 1, 2006 and June 30, 2007
- During the same period, the top 15 WED training service users purchased 59% of all WED training courses
- The remaining 182 WED customers purchased the balance (41%) of training service courses

Total Customers = 197

Total Courses Purchased = 1,089

Note: Based on WED-provided customer database, not customer-provided survey responses.

Number of Courses Purchased by WED Region

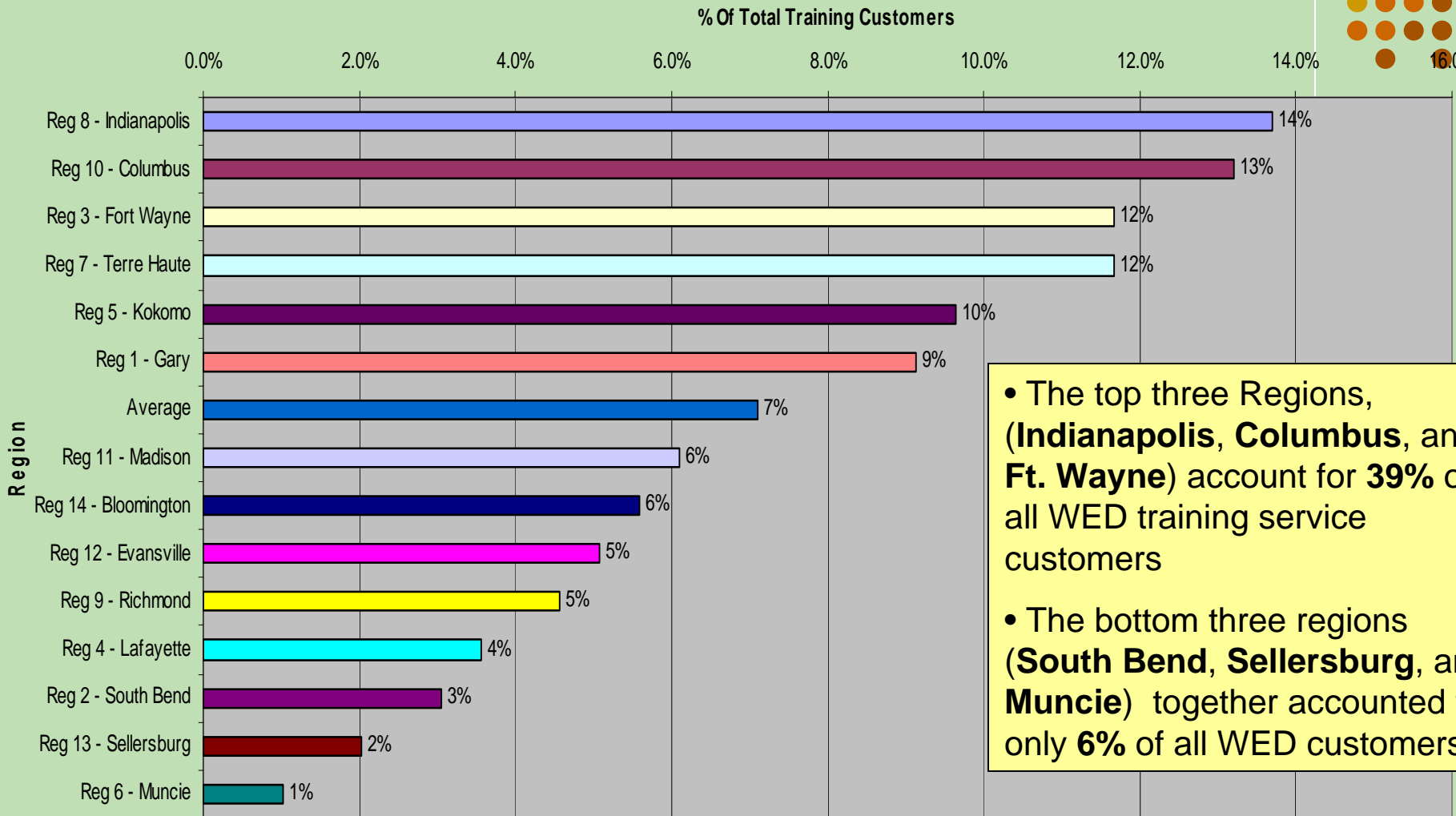
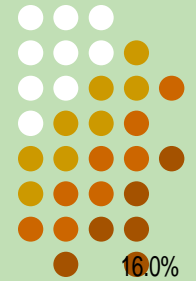


• Collectively, the **Bloomington, Indianapolis, and Terre Haute** Regions sold **60% of all WED training services**
 • Three regions combined (**South Bend, Sellersburg, and Muncie**) sold **less than 3% of all WED training services**

Total Course Purchases = 1,089

Note: Based on WED-provided customer database, not customer-provided survey responses.

Percent of WED Training Customers By Region

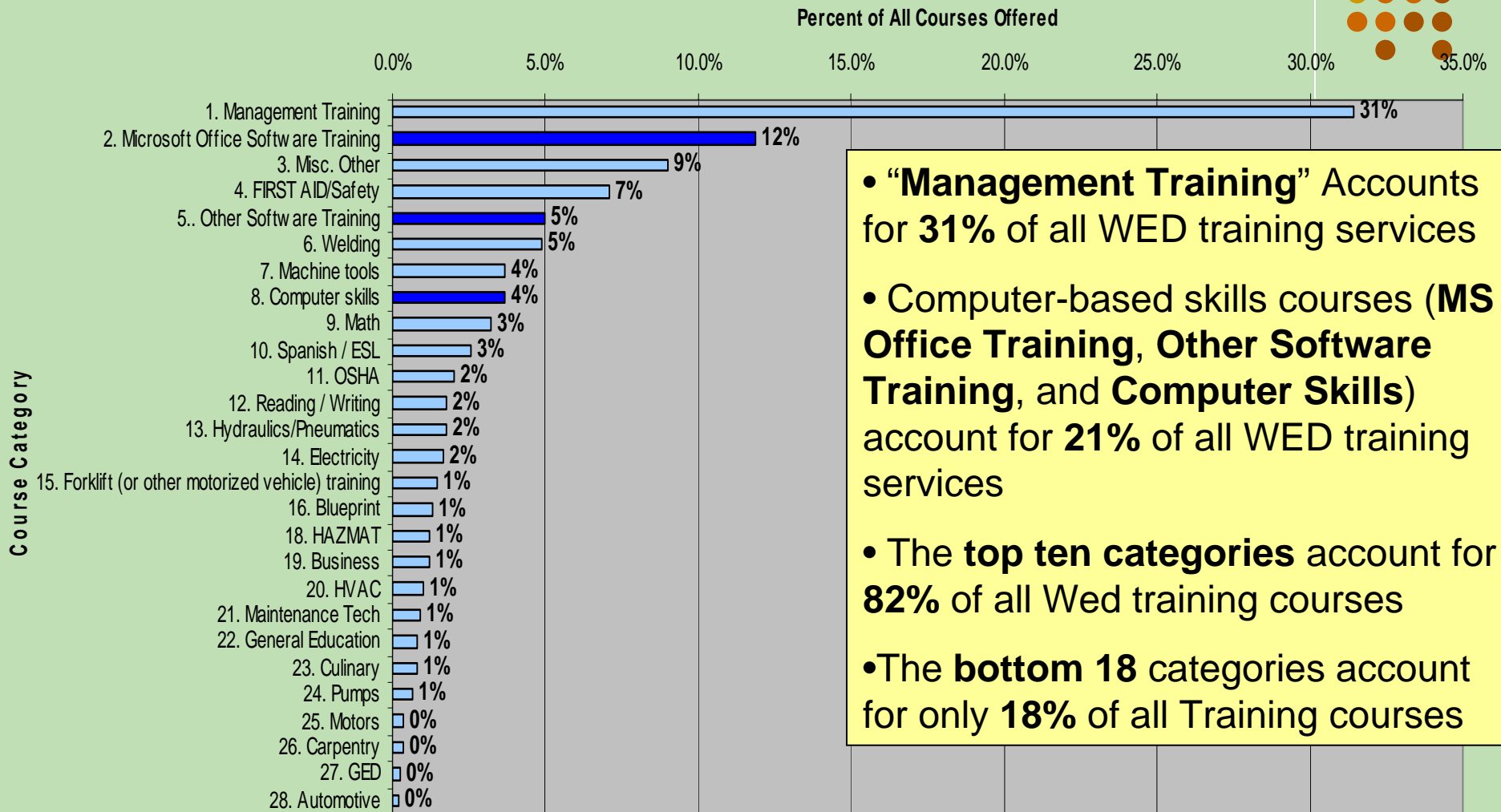
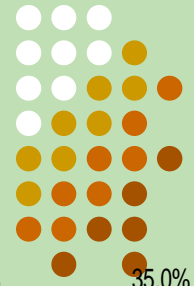


- The top three Regions, (**Indianapolis, Columbus, and Ft. Wayne**) account for **39%** of all WED training service customers
- The bottom three regions (**South Bend, Sellersburg, and Muncie**) together accounted for only **6%** of all WED customers

Total Regional Customers = 197

Note: Based on WED-provided customer database, not customer-provided survey responses.

WED Training Courses By Category

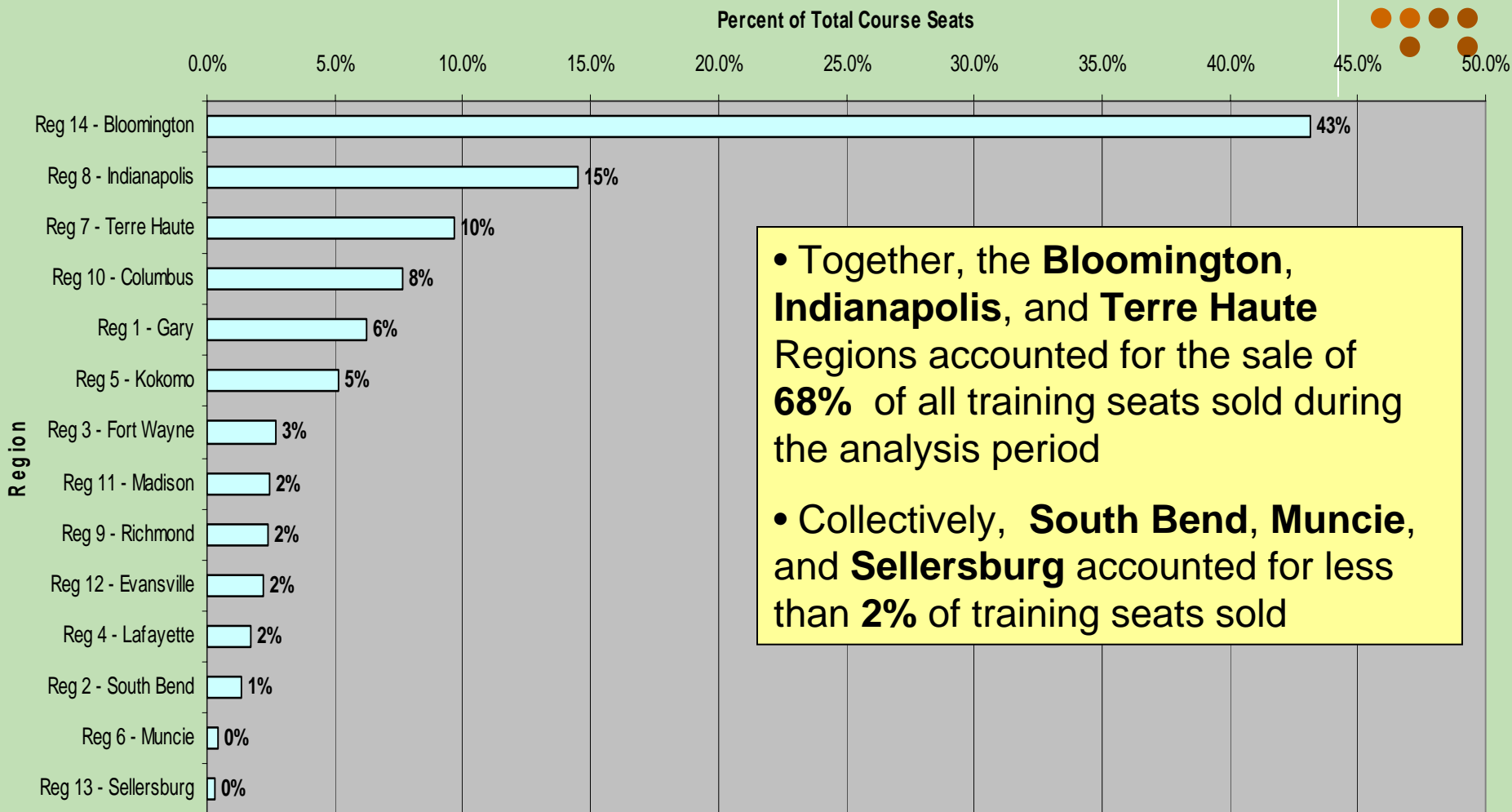
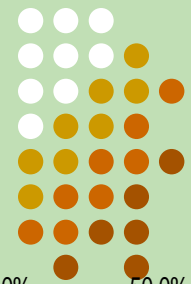


- **“Management Training”** Accounts for **31%** of all WED training services
- Computer-based skills courses (**MS Office Training, Other Software Training, and Computer Skills**) account for **21%** of all WED training services
- The **top ten categories** account for **82%** of all Wed training courses
- The **bottom 18 categories** account for only **18%** of all Training courses

Total WED Courses = 1,089

Note: Based on WED-provided customer database, not customer-provided survey responses. Categories based on grouping of similarly named courses

Regional Distribution of WED Training Class Seats



Total Class Seats = 13,830

Note: Based on WED-provided customer database, not customer-provided survey responses.