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EMPLOYER FOLLOW-UP INTRODUCTION

The Employer Follow-Up Information System compiles the results of the employer follow-up survey conducted once every four years by the 16 technical colleges. Participants in this survey consist only of employers of those graduates who reported being employed in occupations related to their WTCS training excluding those who own or operate their own business.

The purpose of this guide is to provide district staff with the direction and definitions necessary for the efficient submission of data in order to produce the statewide employer satisfaction report. Employers are in a unique position to assess the effectiveness of a technical college education in preparing people for employment. The statewide report is used as a valuable tool for the evaluation of educational programs and services offered by the Wisconsin Technical College System (WTCS).

The primary objective of the survey is for employers to rate how well the Technical College System programs prepare graduates to meet the employers’ expectations compared to what they expect of any entry-level employee. In addition, employers are asked how satisfied they are with the graduate's technical college education, if they would recommend technical college graduates to another employer, if they would hire a technical college graduate again as well as the importance of the local technical college to the overall success of their business.

The employer follow-up survey is conducted once every four years. The next employer follow-up survey is scheduled for fiscal year 2009-10 for the graduating class of 2008-09. The employer survey records contain answers chosen by employers to the questions on the employer follow-up survey form, which the State Office uses to compile a statewide report.

The graduate follow-up survey identifies employers for the employer follow-up survey. A questionnaire is mailed to each employer identified as part of the survey population. Additional mailings and contacts are made to non-responders in order to increase the response rate.

By April 15, each district is required to submit one record for every employer surveyed for the following programs: associate degree (10), collegiate transfer (20), short-term (30), one-year technical diploma (31) and two-year technical diploma (32). The records are edited and validated before being accepted in the State Office files. Records with one or more errors will be rejected and available through the Internet. All rejected records must be corrected and resubmitted to the State Office by May 15.

Between April 15 and May 15, the State Office maintains an employer follow-up file for each district. The record key consists of Employer Identification Number, Supervisor Identification Number and Program Number. To change records previously accepted by the State Office, districts must completely resubmit all valid employer survey records. To correct error records, districts need only submit those records with the appropriate corrections.
Questions regarding the Employer Satisfaction Report, this users' guide and data submission/correction should be directed to:

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Performance Measurement Coordinator  
Wisconsin Technical College System Office  
P.O. Box 7874  
Madison, WI  53707-7874  
(608) 261-6538  
E-Mail: julie.tyznik@wtcsystem.edu

FOLLOW-UP STUDIES TIMETABLE

The WTCS Graduate/Apprenticeship Completer/Longitudinal/Employer Follow-Up Studies Timetable can be accessed using the following link:

http://systematic.wtcsystem.edu/MIS/DataSys/Followup/Follow-Up-Studies-Timetable.pdf
SUBMISSION OF RECORDS

The employer follow-up survey is conducted once every four years. The employer follow-up survey records contain answers chosen by employers to the questions on the employer follow-up survey form, which the Wisconsin Technical College System (WTCS) uses to compile a statewide report.

The graduate follow-up survey identifies employed-related graduate’s employers. A questionnaire is mailed to each employer identified as part of the survey population. Additional mailings and contacts are made to non-responders in order to increase the response rate.

By April 15, each district is required to submit one record for every identified employer selected for the survey. The maximum number of records submitted should be one survey per supervisor, per program; per employer (Human Resources (HR) is also considered a supervisor). All rejected records must be corrected and resubmitted to the WTCSB by May 15.

These records are to be submitted through the Remote Desktop system using PC-SAS.

You will name your file using this scheme:

SSSDDTTTTYYYYMMMM…….txt
| | | --------------------------------------System (EMP for employer follow-up) |
| | ----------------------------------District Number |
| | | --------------------------------------Run Type (FULL, PART) |
| | | -------------------Fiscal Year |
| | | --------Mode, PROD |
| | |….---any number of characters to create distinct names .txt-.txt extension
EMPLOYER SURVEY

How well does the Technical College ____________________________ Program prepare graduates compared to your expectations of an entry-level employee?
Circle ONE number. If the statement does not apply to fields in which you have hired Technical College Graduates, circle 0 – Does Not Apply.

<table>
<thead>
<tr>
<th></th>
<th>Exceeds</th>
<th>Meets</th>
<th>Nearly Meets</th>
<th>Does Not Meet</th>
<th>Does Not Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mastery of knowledge in the field</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ability to perform technical skills of the profession</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ability to communicate effectively with co-workers and/or customers</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Relevancy of graduates’ skill and/or knowledge base in relationship to real world applications within the industry</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Mastery of science, technology, engineering or math skills needed in the field</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Overall preparedness for employment at your company</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

GENERAL – Circle one number.

How satisfied are you with the graduates’ technical college education?
4 = Very Satisfied
3 = Satisfied
2 = Unsatisfied
1 = Very Unsatisfied

Would you recommend graduates of this program to another employer?
1 = Yes
2 = No
3 = Maybe

Would you hire a technical college graduate again?
1 = Yes
2 = No
3 = Maybe

How important is your local technical college(s) to the overall success of your business?
4 = Very Important
3 = Important
2 = Somewhat Important
1 = Not important
DATA ELEMENTS

This section defines the data elements and indicates the applicable codes and corresponding questionnaire item numbers which the districts should use when creating the employer follow-up questionnaire.

**RECORD IDENTIFIER.** The record identifier specifies the type of record submitted to the System Office.

Enter **E** for Employer Follow-Up records.

**DISTRICT NUMBER.** The Wisconsin Technical College System has 16 districts, each of which is assigned a number. The district numbers and names are as follows:

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Chippewa Valley</td>
</tr>
<tr>
<td>02</td>
<td>Western</td>
</tr>
<tr>
<td>03</td>
<td>Southwest Wisconsin</td>
</tr>
<tr>
<td>04</td>
<td>Madison Area</td>
</tr>
<tr>
<td>05</td>
<td>Blackhawk</td>
</tr>
<tr>
<td>06</td>
<td>Gateway</td>
</tr>
<tr>
<td>08</td>
<td>Waukesha County Area</td>
</tr>
<tr>
<td>09</td>
<td>Milwaukee Area</td>
</tr>
<tr>
<td>10</td>
<td>Moraine Park</td>
</tr>
<tr>
<td>11</td>
<td>Lakeshore</td>
</tr>
<tr>
<td>12</td>
<td>Fox Valley</td>
</tr>
<tr>
<td>13</td>
<td>Northeast Wisconsin</td>
</tr>
<tr>
<td>14</td>
<td>Mid-State</td>
</tr>
<tr>
<td>15</td>
<td>Northcentral</td>
</tr>
<tr>
<td>16</td>
<td>Nicolet Area</td>
</tr>
<tr>
<td>17</td>
<td>Wisconsin Indianhead</td>
</tr>
</tbody>
</table>

**FISCAL YEAR.** This is the four-digit fiscal year of the graduating class whose employers are being surveyed. For example, the next employer follow-up will be conducted in fiscal year 2009-2010 and will use the 2008-2009 graduating class data; therefore, enter 2009.

**EMPLOYER IDENTIFICATION NUMBER.** The college assigns each employer a unique number.

**SUPERVISOR IDENTIFICATION NUMBER.** A number assigned by the college if sending to multiple supervisors within one program of one employer. The combination of the supervisor and employer number creates a unique number.

**PROGRAM NUMBER.** Each program approved for operation in a district has a unique six-digit number which identifies it. This number must be an approved associate degree (10), liberal arts transfer (20), short-term (30), one-year technical diploma (31), or two-year technical diploma (32) program for your district.
**REPLY STATUS.** The reply status specifies if the employer filled in the follow-up survey.

1 = Questionnaire filled in  
2 = Questionnaire not filled in

**MASTERY OF KNOWLEDGE IN THE FIELD.** The employer’s expectation of the graduate’s occupational knowledge related to the job. See question 1.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

**ABILITY TO PERFORM TECHNICAL SKILLS OF THE PROFESSION.** How well program graduates meet the employer’s expectations in their ability to perform the technical skills associated with the profession. See questions 2.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

**ABILITY TO COMMUNICATE EFFECTIVELY WITH CO-WORKERS AND/OR CUSTOMERS.** How well program graduates meet employer’s expectations for communication skills, both internally and externally. See question 3.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

**RELEVANCE OF GRADUATES’ SKILL AND/OR KNOWLEDGE BASE IN RELATIONSHIP TO REAL WORLD APPLICATIONS WITHIN THE INDUSTRY.** How relevant program graduates skills and/or knowledge base is when applied to real world applications within the industry. See question 4.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response
**MASTERY OF SCIENCE, TECHNOLOGY, ENGINEERING OR MATH SKILLS NEEDED IN THE FIELD.** How well program graduates meet the employer’s expectations of skill and knowledge in science, technology, engineering or math as it applies to their field. See question 5.

- 4 = Exceeds expectations
- 3 = Meets expectations
- 2 = Nearly meets expectations
- 1 = Does not meet expectations
- 0 = Does not apply
- Blank = No response

**OVERALL PREPAREDNESS FOR EMPLOYMENT AT YOUR COMPANY.** How well program graduates meet the employer’s expectations of overall preparedness, ability to step in as an entry-level employee. See question 6.

- 4 = Exceeds expectations
- 3 = Meets expectations
- 2 = Nearly meets expectations
- 1 = Does not meet expectations
- 0 = Does not apply
- Blank = No response

**SATISFACTION WITH GRADUATE’S TECHNICAL COLLEGE EDUCATION.** This is the employer’s rating of satisfaction with the graduate’s technical college education. See question 7.

- 4 = Very Satisfied
- 3 = Satisfied
- 2 = Unsatisfied
- 1 = Very Unsatisfied
- Blank = No Response

**RECOMMEND GRADUATES OF THIS PROGRAM TO ANOTHER EMPLOYER.** This is the employer’s response as to whether he/she would recommend graduates of this program to another employer. See question 8.

- 1 = Yes
- 2 = No
- 3 = Maybe
- Blank = No Response

**HIRE A TECHNICAL COLLEGE GRADUATE AGAIN.** This is the employer’s response as to whether he/she would hire a technical college graduate again. See question 9.

- 1 = Yes
- 2 = No
- 3 = Maybe
- Blank = No Response
**IMPORTANT OF LOCAL TECHNICAL COLLEGES(S) TO THE OVERALL SUCCESS OF YOUR BUSINESS**  This is the employer's opinion on how important local technical colleges are to the success of their business. See question 10.

4 = Very Important  
3 = Important  
2 = Somewhat Important  
1 = Not Important  
Blank = No Response
EMPLOYER FOLLOW-UP RECORD LAYOUT

<table>
<thead>
<tr>
<th>Position</th>
<th>Data Element and Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>RECORD IDENTIFIER</strong> “E” employer follow-up record</td>
</tr>
<tr>
<td></td>
<td>The Record Identifier specifies the type of record submitted</td>
</tr>
<tr>
<td>2-3</td>
<td><strong>DISTRICT NUMBER</strong></td>
</tr>
<tr>
<td></td>
<td>The District Number must identify your district.</td>
</tr>
<tr>
<td></td>
<td>Submissions with incorrect District Numbers will be returned. There is no error message associated with District Number because District Number problems are identified in a pre-processing step.</td>
</tr>
<tr>
<td>4-7</td>
<td><strong>FISCAL YEAR</strong></td>
</tr>
<tr>
<td></td>
<td>This is the four-digit Fiscal Year of the graduating class whose employers are being surveyed. For example, the employer follow-up conducted in Fiscal Year 2009-10 will use the 2008-09 graduating class data; therefore, code 2009.</td>
</tr>
<tr>
<td>8-19</td>
<td><strong>EMPLOYER IDENTIFICATION NUMBER</strong></td>
</tr>
<tr>
<td></td>
<td>The Employer Identification Number is a number unique to an individual employer assigned by your college.</td>
</tr>
<tr>
<td></td>
<td>This must be numeric. If the college assigned number is not 12 digits long pre-fill with lead 0’s.</td>
</tr>
<tr>
<td>20-21</td>
<td><strong>SUPERVISOR IDENTIFICATION NUMBER</strong></td>
</tr>
<tr>
<td></td>
<td>The Supervisor Identification Number is a number unique to an individual supervisor of an employer assigned by your college.</td>
</tr>
<tr>
<td></td>
<td>This must be numeric. 00 means no supervisor was designated.</td>
</tr>
<tr>
<td>22-27</td>
<td><strong>PROGRAM NUMBER</strong></td>
</tr>
<tr>
<td></td>
<td>The Program Number represents one or more integrated courses which supply the student with knowledge, skills or competencies needed to achieve occupational goals.</td>
</tr>
<tr>
<td></td>
<td>The Program Number must be an approved associate degree (10), collegiate transfer (20), short-term (30), one-year technical diploma (31), or two-year technical diploma (32) program for your district.</td>
</tr>
<tr>
<td>28</td>
<td><strong>BLANK - NOT USED</strong></td>
</tr>
</tbody>
</table>
29 **REPLY STATUS CODE**

The *Reply Status Code* specifies if the employer filled in the follow-up survey.

1 = Questionnaire filled in  
2 = Questionnaire not filled in

30 **MASTERY OF KNOWLEDGE IN THE FIELD CODE** *(Question 1)*

This is how well program graduates meet the employer’s expectations of skill and knowledge in the field.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

31 **ABILITY TO PERFORM TECHNICAL SKILLS OF THE PROFESSION CODE** *(Question 2)*

This is how well program graduates meet the employer’s expectations in their ability to perform the technical skills associated with the profession.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

32 **ABILITY TO COMMUNICATE EFFECTIVELY WITH CO-WORKERS AND/OR CUSTOMERS CODE** *(Question 3)*

This is how well program graduates meet employer’s expectations for communication skills, both internally and externally.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response
33 **RELEVANCY OF GRADUATES’ SKILL AND/OR KNOWLEDGE BASE IN RELATIONSHIP TO REAL WORLD APPLICATIONS WITHIN THE INDUSTRY CODE** (Question 4)

This is how relevant program graduates skills and/or knowledge base is when applied to real world applications within the industry.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

34 **MASTERY OF SCIENCE, TECHNOLOGY, ENGINEERING OR MATH SKILLS NEEDED IN THE FIELD CODE** (Question 5)

This is how well program graduates meet the employer’s expectations of skill and knowledge in science, technology, engineering or math as it applies to their field.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response

35 **OVERALL PREPAREDNESS FOR EMPLOYMENT AT YOUR COMPANY CODE** (Question 6)

This is how well program graduates meet the employer’s expectations of overall preparedness, ability to step in as an entry-level employee.

4 = Exceeds expectations  
3 = Meets expectations  
2 = Nearly meets expectations  
1 = Does not meet expectations  
0 = Does not apply  
Blank = No response
36 **SATISFACTION WITH GRADUATE’S TECHNICAL COLLEGE EDUCATION CODE** (Question 7)

This is the employer’s rating of satisfaction with the graduate’s technical college education.

4 = Very Satisfied  
3 = Satisfied  
2 = Unsatisfied  
1 = Very Unsatisfied  
Blank = No response

37 **RECOMMEND GRADUATES OF THIS PROGRAM TO ANOTHER EMPLOYER CODE** (Question 8)

This is the employer’s response as to whether he/she would hire a technical college graduate again.

1 = Yes  
2 = No  
3 = Maybe  
Blank = No response

38 **HIRE A TECHNICAL COLLEGE GRADUATE AGAIN CODE** (Question 9)

This is the employer’s response as to whether he/she would hire a technical college graduate again.

1 = Yes  
2 = No  
3 = Maybe  
Blank = No response

39 **HOW IMPORTANT IS YOUR LOCAL TECHNICAL COLLEGE(S) TO THE OVERALL SUCCESS OF YOUR BUSINESS CODE** (Question 10)

This is the employer’s opinion on how important local technical colleges are to the success of their business.

4 = Very Important  
3 = Important  
2 = Somewhat Important  
1 = Not Important  
Blank = No response

40-80 **BLANK**
RESULTS/REPORTS

After all corrections have been made and submitted by the districts, the State Board processes the follow-up data and produces one report: Employer Satisfaction Report (Statewide)

RELATIONSHIP TO OTHER INFORMATION SYSTEMS

CLIENT REPORTING

When the client reporting file is closed in August, the WTCSB produces a report listing all accepted graduates for each district. This report is available through File Transfer Protocol (FTP) over the Internet. One graduate follow-up survey is to be sent to each graduate on the client reporting graduation report. Only those graduates on the client reporting graduation file will be accepted for the graduate follow-up report.

GRADUATE FOLLOW-UP

Annually, a graduate follow-up survey is sent to all graduates on the client reporting graduation file in each district. On the graduate follow-up survey, the districts request that graduates list their employer and supervisor. Only those graduates who report being employed in a job related to their WTCS training are included in the employer follow-up survey.

Revised 12/09
EMPLOYER FOLLOW-UP ERROR MESSAGES

For all relational edits where “ticky marks” are:
E - Employer Follow-Up Record
| - The fields with the “ticky marks” on the error report.

03 INVALID FISCAL YEAR

Enter a valid numeric four-digit Fiscal Year.

E | 4-7 Fiscal Year

This is the four-digit Fiscal Year of the graduating class whose employers are being surveyed. For example, the employer follow-up conducted in Fiscal Year 2009-10 will use the 2008-09 graduating class data; therefore, code 2009.

06 INVALID EMPLOYER ID

Change to all numeric.

E | 8-19 Employer Identification Number

This must be numeric.

09 INVALID SUPERVISOR ID

Change to all numeric.

E | 20-21 Supervisor Identification Number

This must be numeric.

12 INVALID PROGRAM NUMBER

Resubmit with valid Program Number.

E | 22-27 Program Number

The Program Number must be an approved associate degree (10), collegiate transfer (20), short-term (30), one-year technical diploma (31), or two-year technical diploma (32) program for your district.
15 INVALID REPLY STATUS

Resubmit with valid Reply Status Code.

E | 29 Reply Status Code

1 = Questionnaire filled in
2 = Questionnaire not filled in

18 INVALID QUESTION 1

Resubmit with valid Mastery of knowledge in the field Code.

E | 30 Mastery of knowledge in the field Code

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response

21 INVALID QUESTION 2

Resubmit with valid Ability to perform technical skills of the profession Code.

E | 31 Ability to perform technical skills of the profession Code

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response

24 INVALID QUESTION 3

Resubmit with valid Ability to communicate effectively with co-workers and/or customers Code.

E | 32 Ability to communicate effectively with co-workers and/or customers Code

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response
27 INVALID QUESTION 4

Resubmit with valid *Relevancy of graduates’ skill and/or knowledge base in relationship to real world applications within the industry Code*.

E | 33 *Relevancy of graduates’ skill and/or knowledge base in relationship to real world applications within the industry Code*

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response

30 INVALID QUESTION 5

Resubmit with valid *Mastery of science, technology, engineering or math skills needed in the field Code*.

E | 34 *Mastery of science, technology, engineering or math skills needed in the field Code*

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response

33 INVALID QUESTION 6

Resubmit with valid *Overall preparedness for employment at your company Code*.

E | 35 *Overall preparedness for employment at your company Code*

4 = Exceeds expectations
3 = Meets expectations
2 = Nearly meets expectations
1 = Does not meet expectations
0 = Does not apply
Blank = No response
34 INVALID QUESTION 7

Resubmit with valid Satisfaction with Graduate’s Technical College Education Code.

E | 36 Satisfaction with Graduate’s Technical College Education Code

4 = Very satisfied
3 = Satisfied
2 = Unsatisfied
1 = Very unsatisfied
Blank = No Response

35 INVALID QUESTION 8

Resubmit with valid Recommend Graduates of this Program to Another Employer Code.

E | 37 Recommend Graduates of this Program to Another Employer Code

1 = Yes
2 = No
3 = Maybe
Blank = No response

36 INVALID QUESTION 9

Resubmit with valid Hire a Technical College Graduate Again Code.

E | 38 Hire a Technical College Graduate Again Code

1 = Yes
2 = No
3 = Maybe
Blank = No response

37 INVALID QUESTION 10

Resubmit with valid Importance of local college to your business Code.

E | 39 Importance of local college to your business Code

4 = Very Important
3 = Important
2 = Somewhat Important
1 = Not Important
Blank = No Response
61  **DUPLICATE RECORDS – RESUBMIT ONE**

Resubmit one record for the Employer/Supervisor.

E | 2-27 *Employer Identification Number, Supervisor Identification Number, and Program Number*

Only one record per Employer/Supervisor/Program may be submitted to the State Board. If duplicate records are submitted, they both will be rejected.