

Employer Follow Up Survey Users Guide

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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 2017-18 for the graduating class of 2016-17. 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, it is recommended that each district make an initial submission - 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 which will be open for submissions on April 1. Records with one or more errors will be rejected and available through the WTCS Portal. 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 that submitted. The record key consists of *Employer Identification Number, Supervisor Identification Number (assigned by college) and Program Number*. To change records previously accepted by the State Office, districts must completely resubmit all valid employer survey records.

When all records are submitted and error free, each college should verify their data in the Portal reports the following day.

Questions regarding the Employer Satisfaction Report, this users' guide and data submission/correction should be directed to:

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FOLLOW-UP TIMETABLE

The WTCS Graduate/Apprenticeship Completer/Longitudinal/Employer [Follow-Up Timetable](#) provides deadlines for file submissions.

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 WTCS by May 15.

These records are to be submitted through the WTCS Portal. You will name your file using this scheme:

SSSDDTTTTYYYYMMMM.....txt

Where,

- 'SSS' stands for the data system (EMP for employer follow-up),
- 'DD' stands for the District Number,
- 'TTTT' stands for the Run Type (FULL or PART),
- 'YYYY' stands for the Fiscal Year,
- 'MMMM' stands for the Mode (PROD or TEST),
- '.....' stands for any number of characters to create a distinct file name, and
- 'txt' is the text file 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.

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

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

RECORD LAYOUT

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

Position Data Element and Description

1 Record Identifier

The Record Identifier specifies the type of record submitted. A record consists of all information for an individual client.

Enter **E** for Employer follow-up records.

2-3 District Number

The District Number must identify your district. The Wisconsin Technical College System has 16 districts, each of which is assigned a number. The district numbers and names are as follows:

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

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.

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 2017-18 will use the 2016-17 graduating class data; therefore, code 2017.

8-19 **Employer Identification Number**

The Employer Identification Number is a number unique to an individual employer assigned by your college.

This must be numeric. If the college assigned number is not 12 digits long pre-fill with lead 0's.

20-21 **Supervisor Identification Number**

The Supervisor Identification Number is a number unique to an individual supervisor of an employer assigned by your college. The combination of the supervisor and employer number creates a unique number when sending to multiple supervisors within one program of one employer.

This must be numeric. 00 means no supervisor was designated.

22-27 **Program Number**

The Program Number is a unique six-digit number assigned when a program is approved for operation in a district. The number identifies one or more integrated courses which supply the student with the knowledge, skills or competencies needed to achieve occupational goals.

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

28 Blank - not used

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)

The Mastery of Knowledge in the Field Code is how well the graduates meet the employer's expectation 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)

The Ability to Perform Technical Skills of the Profession Code 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)

The Ability to Communicate Effectively with Co-Workers and/or Customer Code 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)

The Relevancy of Graduates' Skill and/or Knowledge Base in Real World Applications Code 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)

The Mastery of Science, Technology, Engineering or Math Skills Code 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)

The Overall Preparedness for Employment Code 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)

The Satisfaction with Technical College Education Code 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)

The Recommend Graduates to another Employer Code is the employer's response as to whether he/she would recommend graduates of this program to another employer.

1 = Yes

2 = No

3 = Maybe

Blank = No response

38 **Hire a technical college graduate again Code** (Question 9)

The Hire a Graduate Again Code 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)

The Importance of the Local Technical College(s) to the Success of your Business Code 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 September, the WTCS produces a report listing all accepted graduates for each district. This report is available through The WTCS Portal. 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 and have given their employer information are included in the employer follow-up survey.

Revised 10/17

ERROR MESSAGES

Error Message/Corrective Action

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* 2013-14 will use the 2011-12 graduating class data; therefore, code 2012.

06 INVALID EMPLOYER ID

Change to all numeric.

E || 8-19 Employer Identification Number

Must be numeric.

09 INVALID SUPERVISOR ID

Change to all numeric.

E || 20-21 Supervisor Identification Number

Must be numeric.

12 INVALID PROGRAM NUMBER

Resubmit with valid Program Number.

E || 22-27 Program Number

The Program Number is a unique six-digit number assigned when a program is approved for operation in a district. The number identifies one or more integrated courses which supply the student with the knowledge, skills or competencies needed to achieve occupational goals. 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.