

# Industry Training Authority

## 2007 Customer Satisfaction and Stakeholder Awareness

Final Report

February 2007

BC STATS



# Executive Summary

In 2004, the Industry Training Authority (ITA) approached BC STATS about conducting a survey to assess the ITA's performance concerning two strategic goals identified in the ITA's *2005/06 – 2007/08 Service Plan*. These two goals were:

- ▶ Ensure high-quality program standards and high levels of client satisfaction with service provided by the ITA.
- ▶ Ensure stakeholder awareness of the industry training system.

Conducted in 2005 and 2006, 2007 marks the third cycle of the ITA *Customer Satisfaction and Stakeholder Awareness Survey*. The 2005 and 2006 cycles established baseline levels for both customer satisfaction and stakeholder awareness by calculating a Customer Satisfaction Index (CSI) and a Stakeholder Awareness Index (SAI). While providing current measurements of customer satisfaction and stakeholder awareness, 2007 results also serve to assess the ITA's progress from 2005 and 2006 in these two aspects.

On behalf of both BC STATS and the ITA, eNGR Research Group conducted over 2,900 telephone interviews in January and February 2007. Respondents included 1,685 apprentices, 1104 employers, 55 industry association representatives, 104 training institutions representatives, and 32 union representatives, with different surveys administered to each group. The SAI score was calculated for all groups, while the CSI used responses from only apprentices, employers, and industry association representatives. Calculations of the CSI and SAI scores used weighting to reflect the position of apprentices and employers as the two main customer groups of the ITA.

Table 1: Sample description and margins of error for all respondent groups.

	Population	Target	Sample (n)	Maximum Margin of error
Apprentices	31,920	1,700	1685	± 2.4%
Employers	8,286	1,130	1104	± 3.1%
Industry Associations	80	80	55	±10.7%
Training Institutions	145	145	104	± 6.2%
Unions	51	51	32	± 13.1%

Some differences exist between the 2005 cycle and the 2006 and 2007 cycles of the *ITA Customer Satisfaction and Stakeholder Awareness Survey*. In 2005, responses from all questions generated the CSI and SAI scores. In contrast, the 2006 and 2007 surveys are comprised of two components. The first component is overall key questions used to calculate CSI and SAI scores. This component should remain constant through subsequent survey iterations to maintain year-to-year comparability of index scores. The second component consists of management information questions that are malleable in both number and content to better suit the information needs of the ITA.

## Key Findings – Customer Satisfaction

The results of the 2007 *ITA Customer Satisfaction and Stakeholder Awareness Survey* suggest that the ITA has continually improved its levels of customer satisfaction since 2005. The CSI score for 2007 is 82.0, up 1.1 points from 2006 and 20.0 points higher than in 2005. Making customer satisfaction a priority has resulted in higher satisfaction scores among apprentices, employers, and industry association representatives. Overall in 2007, industry associations, at 68.1, yielded the lowest customer satisfaction scores of the three customer groups (apprentices, employers and industry associations).

Between 2006 and 2007, the CSI score for apprentices decreased slightly (0.3 points) to 88.4. In 2007, approximately nine in ten apprentices expressed satisfaction with their technical and workplace training experiences. Apprentices were particularly satisfied with:

- the quality of instruction
- technical training experience
- workplace training experience
- being treated fairly

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Customer Satisfaction among employers continued to climb, with a 2.6 point increase between the 2006 and 2007 survey years. This follows a 21.2 point increase between 2005 and 2006. Overall, almost nine out of ten employers were satisfied with the experience of being a sponsor. Many employers commented on the difficulty, due to present labour conditions, of finding apprentices; however, they also remarked on the important contributions those apprentices make to their businesses.

With a CSI of 68.1 in 2007, industry association representatives exhibit the lowest levels of customer satisfaction among the three groups surveyed. However, they have also shown the biggest increase in satisfaction levels from 2005, when the CSI for this group was measured at 35.7. Industry association members were particularly satisfied with:

- the knowledge and competence of the ITA Customer Service staff
- the timeliness of service
- the accessibility of ITA services

## Key Findings – Stakeholder Awareness

In 2007, stakeholder awareness increased 1.6 points to 79.6. In 2005, SAI scores were slightly higher than in the following years (81.3 points), due in part to the large amount of media attention surrounding the creation of the ITA.

Employer's overall SAI levels rose 7.5 points in 2007 to 76.5, the largest increase in awareness of any stakeholder group. Unions also showed a substantial increase in awareness (5.3 points to 86.3). Apprentices had the lowest SAI score at 74.7, slipping 1.6 points from 2006. Industry associations and training institutions also saw declines in the SAI score, although both maintained SAI scores well above the overall score (86.7 and 89.7 respectively).

Similar to the 2006 survey, in 2007 employers and apprentices were particularly unaware of the ITA's role and mandate. Less than seven in ten employers and apprentices are aware of the role and mandate of the ITA, compared to an average of nine in ten industry association representatives, training institution representatives and union representatives. However, 76% of employers know how to get information about the ITA as compared to 2006's score of 61% (employers). When asked to identify where they obtain their information concerning the ITA, the majority of stakeholders identified the ITA website as the most typical source.

All stakeholder groups are aware of their roles and responsibilities in the industry training system, with industry association representatives exhibiting the least amount of awareness among all five groups (80.0). The five stakeholder groups have a high level of awareness of the ITA initiative to establish Industry Training Organizations (ITOs) with the employers having the lowest level of awareness at 72.2.

Training institutions displayed the highest level of awareness around the ITA being mandated to ensure industry leadership in the industry training system, at 92.3. Scores were somewhat lower for unions (71.0), apprentices (81.4), employers (78.8), and industry associations (90.7).

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Table 2: Customer Satisfaction Index (CSI) for all groups in 2005, 2006 and 2007.

Target Group	Customer Satisfaction Index (CSI)					
	2005	Margin of Error	2006	Margin of Error	2007	Margin of Error
Apprentices	78.4	± 1.7%	88.7	± 2.4%	88.4	± 2.3%
Employers	58.8	± 2.3%	80.0	± 3.1%	82.6	± 2.7%
Industry Associations	35.7	±8.0%	67.5	±10.7%	68.1	±7.4%
Training Institutions	n/a	n/a	n/a	n/a	n/a	n/a
Unions	n/a	n/a	n/a	n/a	n/a	n/a
<b>OVERALL</b>	<b>62.0</b>	<b>± 1.3%</b>	<b>81.0</b>	<b>± 1.9%</b>	<b>82.0</b>	<b>± 1.9%</b>

Table 3: Stakeholder Awareness Index (SAI) for all groups in 2005, 2006 and 2007.

Target Group	Stakeholder Awareness Index (SAI)					
	2005	Margin of Error	2006	Margin of error	2007	Margin of Error
Apprentices	86.5	± 1.7%	76.3	± 2.4%	74.7	± 2.3%
Employers	86.8	± 2.3%	69.0	± 3.1%	76.5	± 2.7%
Industry Associations	78.3	±8.0%	89.3	±10.7%	86.7	±7.4%
Training Institutions	72.7	± 8.6%	94.3	± 6.2%	89.7	± 5.1%
Unions	59.0	± 9.7%	81.0	± 13.1%	86.3	± 10.7%
<b>OVERALL</b>	<b>81.3</b>	<b>± 1.3%</b>	<b>78.0</b>	<b>± 1.8%</b>	<b>79.6</b>	<b>± 1.3%</b>

## Key Findings – Industry Training Organization (ITO) Profiles

Industry Training Organizations (ITOs) are the most important way in which industry is shifting from an advisory role to a managerial role in the training system. The ITA is on target to have six ITOs in operation by 2006/07. The financial and accountability framework for ITOs has been refined in order to accelerate their development. While the six ITOs were approved and launched at different times, all are expected to have boards, senior administrators and business plans in place, and to have moved past the start-up and into their development phases by March 31, 2007. They are: the Automotive Industry Training Association (AITA), HortEducationBC (HortedBC), the Residential Construction Industry Training Organization (RCITO), the Industrial-Commercial-Institutional sector (ICI Construction ITO), the Tourism Industry Training Organization and the Resource Industry Training Organization (RITO). They are expected to be joined by the Aerospace Industry Training Organization, the Cosmetology Industry Training Organization, the Marine Industry Training Organization, and the

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Transportation Industry Training Organization.<sup>1</sup> ITOs are already developing improved analysis of labour-market requirements, and will play a key role in aligning training outcomes with employer needs.<sup>2</sup>

While providing information specific to each ITO, data results produce several consistent trends across all ITOs. All five stakeholder groups were satisfied with the quality of customer service delivered by the ITA Customer Service staff. Apprentices, as a group, were most satisfied with the quality of instruction and their technical training experience. Employers were most satisfied with the quality of customer service and by the contribution that apprentices make to their businesses. Similarly, industry associations are most satisfied with the contribution that apprentices make to businesses. Training Institutions and unions were most satisfied with the quality of the ITA Customer Service staff.

Apprentices and employers are aware of their role and responsibilities in the BC industry training system, specifically when it comes to apprentices being aware of their responsibility to register themselves for training. Apprentices and employers have a low awareness of the role and mandate of the ITA, while industry associations, training institutions and unions all have high levels of awareness of the role and mandate of the ITA.

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<sup>1</sup> At the time of the survey (January 2007), the Aerospace ITO, Cosmetology ITO, Marine ITO, and Transportation ITO were still in the proposal stage, yet to be sanctioned as ITOs by the ITA.

<sup>2</sup> *Industry Training Authority Service Plan 2007/08 – 2009/10*

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# Introduction

## Introduction

Established on January 2, 2004, the Industry Training Authority (ITA) has been a regulating, expanding and improving British Columbia's industry training system for over three years.

In its *2007/08-2009/10 Service Plan*, the ITA identified "ensur[ing] ... high levels of client satisfaction with ITA services" and "ensur[ing] high levels of stakeholder awareness" as two of the six main goals. Within these goals, Customer Satisfaction Index and Stakeholder Awareness Index scores from the 2006 cycle of the survey are used as baseline measures to maintain or improve.

Based on the results of the *2007 ITA Customer Satisfaction and Stakeholder Awareness Survey*, this report outlines the progress made by the ITA on these two goals. It also provides data to help gauge where performance is strong, and where customer satisfaction and stakeholder awareness can be improved.

Customer Satisfaction is an important element of the ITA goal to ensure quality industry training. In 2005 and 2006 the ITA established a baseline for its customer satisfaction index to monitor progress within this element.

Core program areas and services (2005/6-2007/8 Service Plan) provided by the ITA – from a customer perspective – include:  
Coordinating program implementation and delivery (including accountability-based funding for public and private training providers):

- Maintaining program standards, including oversight of curriculum development and approval of evaluation tools;
- Tracking of apprentice/employer progress against completion requirements and issuing certificates;
- Providing opportunities for certification based on challenge exams;
- Developing, administering and funding programs for secondary school students;
- Promoting industry careers; and,
- Fulfilling BC's responsibilities as a participant in the Red Seal inter-provincial program.

The ITA's new (2007/08-2009/10) Service Plan lays out 6 goals to improve quality and ensure demand-driven industry training that meets the needs of employers and apprentices:

1. Expand supply-side and demand-side participation;
2. Provide infrastructure (primarily ITOs) to assure active and effective industry engagement and leadership;
3. Expand training accessibility and flexibility through introduction of innovative alternative technical training models;
4. Manage program delivery and funding through an effective financial and accountability framework;
5. Ensure high-quality program standards and high levels of client satisfaction with ITA services; and,
6. Ensure high levels of stakeholder awareness and intent to participate by target groups, through communications and marketing initiatives.

Stakeholder Awareness is also a key measure of the ITA's progress towards effectively implementing communication strategies designed to achieve responsive, efficient, and accountable management systems and processes. During 2005, 2006 and 2007, several initiatives were undertaken to improve stakeholders' – that is, apprentices, employers, industry associations, training institutions and unions – awareness of programs, policies, information, and services that provide affordable access to quality and responsive industry training for British Columbians.

## About the Survey

The 2007 survey follows the 2006 and 2005 surveys. The 2005 survey identified baseline index scores for customer satisfaction and stakeholder awareness and established a starting point for measuring the future impact and progress of ITA goals and strategies.

The 2006 *ITA Customer Satisfaction and Stakeholder Awareness Survey* re-designed the survey instrument to ensure that the survey addressed relevant and timely management topics but did not compromise the integrity of the baseline scores. The structure of 2006 survey consisted of both overall or key questions, as well as management information questions about specific aspects of service delivery and awareness.

# Introduction

The 2007 survey follows the 2006 survey very closely, with only a few questions being removed, and all the CSI and SAI questions remaining. These questions provided results which were used to calculate the index scores, and thus should remain with each iteration of the survey.

In total, 56 questions were used to receive feedback on eight topics from ITA's customers and stakeholders. The table below shows which stakeholder groups were asked about each of the topics:

Table 4: Question topics in the 2007 ITA Customer Satisfaction and Stakeholder Awareness Survey per stakeholder group

Topic	Apprentices	Employers	Industry Associations	Training Institutions	Unions
Satisfaction with technical training	✓	✓	✓		
Satisfaction with work-based training	✓	✓	✓		
Satisfaction with customer service	✓	✓	✓	✓	✓
Satisfaction with the role (opportunity to be engaged)			✓		
Awareness of ITA	✓	✓	✓	✓	✓
Awareness of Role and Responsibilities	✓	✓	✓	✓	✓
Awareness of ITA information sources	✓	✓	✓	✓	✓
Satisfaction with website	✓	✓	✓	✓	✓

On behalf of BC STATS and the ITA, eNRG Research Group in Vancouver conducted the survey via telephone, from January 8 to February 2, 2007. As required under Section 9 of the *Statistics Act, RSBC 1996*, individual responses were kept confidential by BC STATS and only aggregated data were provided to the ITA.

## Report Outline

The survey data results are presented in three profiles, as follows:

- ▶ Customer Satisfaction
- ▶ Stakeholder Awareness
- ▶ ITO Profiles

# Interpreting the Findings

## Interpreting the Findings

When reviewing the results, it is important to be aware of the methods used to calculate the index scores for customer satisfaction and stakeholder awareness, as well as how to interpret the results of the management information questions.

### How were the index scores calculated?

In 2005, the Customer Satisfaction Index (CSI) and the Stakeholder Awareness Index (SAI) were established as baseline index scores. Through these index scores, the ITA can measure its performance in the areas of customer satisfaction and stakeholder awareness.

The 2007 CSI score was calculated using the results generated from telephone surveys conducted among 1,685 apprentices, 1,104 employers, and 104 industry association representatives. Similarly, the 2007 SAI scores were calculated using the results generated from the same number of apprentices, employers, and industry association representatives, as well as 55 training institution representatives and 32 union representatives.

The 2007 CSI and SAI index scores were calculated based on responses to overall questions such as, "Overall, how satisfied are you with the customer service of the ITA?", and "Overall how satisfied are you with your technical training?".

The results for the overall questions were averaged to create a score for each stakeholder group, which were then weighted based on assigned weightings (as used to calculate the 2005 and 2006 index score). These weightings reflect the notion that apprentices and employers are the ITA's two main customer groups (see Figure 1 and Figure 2). These weighted group scores were then summed to calculate the 2007 index score. The resulting scores are based on a range from 0 to 100 points, where 0 represents the lowest possible score and 100 the highest.

In summary, each of the index scores accounts for specific stakeholders and therefore reflects their perspectives of customer satisfaction and stakeholder awareness, respectively.

### How were the data results interpreted?

In addition to generating the index scores, the *ITA Customer Satisfaction and Stakeholder Awareness Survey* was designed to provide feedback to management on the effectiveness of strategic initiatives and current programs and services. More importantly, survey responses from stakeholders will assist the ITA to set future operating priorities and take corrective action where required.

In the Customer Satisfaction profile, the data results are presented for each stakeholder group (Apprentices, Employers, Industry Associations, Training Institutions, and Unions) based on their responses to the customer satisfaction questions in the survey. Within each topic (see Table 1), respondents identified one aspect that they believe to be most important. The responses to these importance scale questions, combined with those for the satisfaction questions, allow for a better understanding of what aspects are not only in need of more attention, but are also of the greatest importance to the stakeholders. This feedback on *satisfaction* and *importance* is discussed for each of the stakeholder groups and displayed in a two-dimensional grid that maps each group's overall rating of satisfaction and the importance for each of the respective service and/or topic areas.

Figure 1: Weighting for stakeholder groups to calculate CSI score

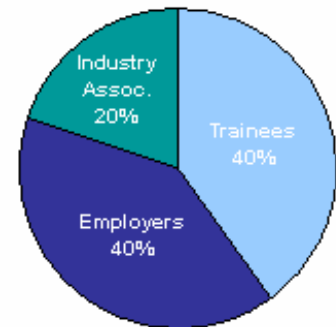
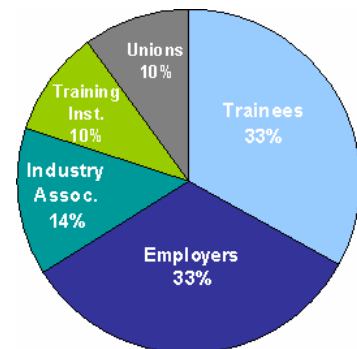


Figure 2: Weighting for stakeholder groups to calculate SAI score



# Interpreting the Findings

The Stakeholder Awareness profile presents the data results generated from the responses to the stakeholder awareness questions in the survey. In addition to discussing the quantitative data results, aggregated results for the one open-ended question, "What is the one thing ITA could do to ensure that you understand your role and responsibilities as an apprentice?" are presented in this profile. It should be noted that the thematic content analysis for the open-ended survey question serves as a descriptive tool that can be used in conjunction with the quantitative data. Thus, care should be taken when generalizing the qualitative results to the study population. The absence of a comment does not imply that a particular theme is irrelevant or not applicable.

## Thresholds for Evaluation

Each section in the Customer Satisfaction, Stakeholder Awareness, and ITO profiles contains a *Data Highlights* textbox. *Data Highlights* identifies areas where ITA performance is strong and requires maintenance, and areas where ITA performance needs improvement. To partition the data points into either of these two areas, thresholds were established by calculating averages and standard deviations on the top box scores (those who agreed/strongly agreed or those who were satisfied/very satisfied) within each section of the report. The standard deviation expresses how much, on average, each score differs from the average score.

Thus, in the Customer Satisfaction profile, averages and standard deviations were calculated for each stakeholder group (Apprentices, Employers, Industry Associations, Training Institutions, and Unions – refer to Table 5). The threshold levels were set plus and minus one standard deviation away from the average. Scores that fall between the established thresholds are deemed to be 'acceptable'. **Variables with scores more than one standard deviation below the average are identified as areas that need improvement, while variables with scores more than one standard deviation above the average are identified as strengths.** For example, for a stakeholder group with an average of 80 and a standard deviation of 10, scores below 70 are considered as areas for improvement while scores above 90 are considered as strengths.

Table 5: Thresholds used in the Customer Satisfaction Profile by customer group.

	Areas for Improvement	Acceptable	Strengths
Apprentices	0 – 77	78 – 89	90 – 100
Employers	0 – 61	62 – 88	89 – 100
Industry Associations	0 – 36	37 – 75	74 – 100
Training Institutions	0 – 42	43 – 65	64 – 100
Unions	0 – 41	42 – 63	64 – 100

In the Stakeholder Awareness profile, averages and standard deviations were calculated across all stakeholder groups within each topic area (Awareness of ITA, Awareness of Roles and Responsibilities, and Awareness of ITA information Sources – refer to Table 6). Threshold levels were established in the same manner as in the Customer Satisfaction profile.

Table 6: Thresholds used in the Stakeholder Awareness Profile by topic area.

	Areas for Improvement	Acceptable	Strengths
Awareness of the ITA	0 – 73	74 – 91	92 – 100
Awareness of Roles and Responsibilities	0 – 83	84 – 88	89 – 100
Awareness of ITA Information Sources	0 – 73	74 – 88	89 – 100

For the ITO profiles, customer satisfaction data highlights employ the thresholds used in the Customer Satisfaction profile for the two stakeholder groups in question – apprentices and employers (refer to Table 7). However, the stakeholder awareness data highlights within the ITO profiles do not use the thresholds established by topic area. Instead, the thresholds were established by calculating averages and standard deviations for apprentices and employers across all stakeholder awareness questions. Thus, these thresholds are formulated based on the customer group, and not the stakeholder awareness topic area.

# Interpreting the Findings

Table 7: Thresholds used in the ITO Profiles by topic area and customer group

	Areas for Improvement	Acceptable	Strengths
<b>CUSTOMER SATISFACTION SCORES</b>			
• Apprentices	0 – 77	78 – 89	90 – 100
• Employers	0 – 61	62 – 88	89 – 100
<b>STAKEHOLDER AWARENESS SCORES</b>			
• Apprentices	0 – 72	73 – 88	89 – 100
• Employers	0 – 71	72 – 83	84 – 100

Regarding the established thresholds, it is important to note that differences in thresholds between customer groups and topic areas will result in different interpretations of similar data scores. For example, in the Customer Satisfaction Profile section, a score of 67 is interpreted as a strength for industry associations, training institutions, and unions, but as an area for improvement for apprentices. These differences in threshold scores exist because of the methodology employed in establishing the thresholds. By using plus and minus one standard deviation from the average to set the thresholds, the strengths and areas for improvement are identified based on their relative position amongst the data within each customer group and/or topic area.

## Margins of Error

For each of the stakeholder groups, the target sample was set based on an acceptable margin of error. This method was also used to set the sub-targets for the ITOs within the apprentice and employer groups. To achieve a sample that was representative of the population, targets were also set for significant programs of study under the apprentice and employer groups, again based on an acceptable margin of error.

In both of these sub-categories, sample targets had to be altered near the end of data collection in order to maintain the desired margin of error for the overall sample.

The margin of error for the larger employer and apprentice groups is relatively small, indicating a greater degree of data accuracy within these two groups.

Table 8: Sample and Target Description.

Apprentices		Population	Target Sample	Actual Sample	Margin of Error
<b>Total</b>		31,920	1,700	1,685	2.30%
ITOs	AITA	3,256	200	200	6.70%
	AEROSPACE	47	35	18	18.30%
	COSMETOLOGY	848	150	150	7.30%
	HORTEDBC	361	115	112	7.70%
	ICI	18,631	300	300	5.60%
	MARINE	316	100	100	8.10%
	RCITO	887	150	150	7.30%
	RESOURCE	3,560	200	205	6.60%
	TOURISM	1,882	150	150	7.70%
	TRANSPORTATION	1,096	150	150	7.40%
	OTHER	1,036	150	150	7.40%
Employers		Population	Target Sample	Actual Sample	Margin of Error
<b>Total</b>		8,286	1,130	1,104	2.70%
ITOs	AITA	1,555	150	150	7.60%
	AEROSPACE	12	10	10	13.20%
	COSMETOLOGY	140	75	66	8.80%
	HORTEDBC	121	75	57	9.50%
	ICI	4,273	250	250	6.00%
	MARINE	128	75	75	7.30%
	RCITO	36	25	23	12.50%
	RESOURCE	699	150	150	7.10%
	TOURISM	624	120	120	8.00%
	TRANSPORTATION	334	100	100	8.20%
	OTHER	364	100	103	8.20%

# Interpreting the Findings

Other Groups	Population	Target Sample	Actual Sample	Margin of Error
Total	276	-	-	-
Industry Associations (IA)	145	145	104	5.10%
Training Institution (TI)	80	80	55	7.40%
Unions (U)	51	51	32	10.70%

However it should be noted that there is greater variance for groups with smaller samples. Thus, generalizations from the data for these three groups (Industry Associations, Training Institutions, and Unions) should be made with caution.

Comparisons between the three iterations of the survey are made throughout the report. However, as is the case with all recurring surveys that experience modifications to the survey instrument, such comparisons should be interpreted with caution.

Finally, as with any type of research or analysis, it is important to recognize that the role of the researcher, the researcher's experience, and their understanding of the research objective may influence the way results are discovered and data interpreted.

# Customer Satisfaction

## Customer Satisfaction

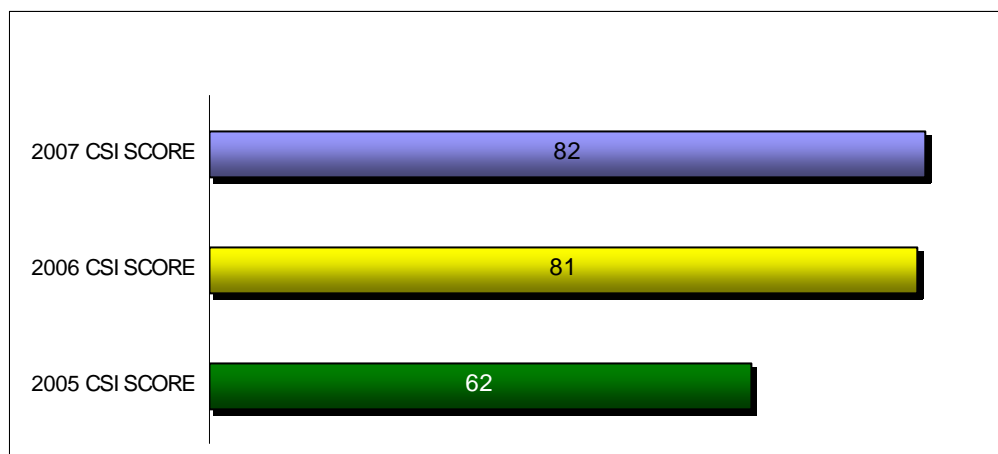
Customer Satisfaction is an important element of the Industry Training Authority (ITA) goal to ensure quality industry training. In 2005, the ITA established a baseline for its customer satisfaction index to monitor quality of training, with an emphasis on apprentices and employers – the ITA’s core customers.

## Customer Satisfaction Index (CSI)

The *Customer Satisfaction and Stakeholder Awareness Survey* addresses the ITA strategy to measure customer satisfaction and identify actions to improve future satisfaction levels of the ITA’s customers. The **Customer Satisfaction Index (CSI)** was established in 2005 as a baseline score to measure progress on improving the quality of training for learners and industry. Only responses from apprentices, employers, and industry association representatives are included in CSI calculations.

Established in 2005, the CSI baseline score was 62, and was boosted to 81 in 2006. The 2007 target was to maintain or increase the CSI score, and the number increased by one point over 2006. Three of the ITA’s customer groups had higher CSI scores in 2007: apprentices, employers, and industry associations.

Figure 3 : Customer Satisfaction Index (CSI) Scores – Across survey years



This year, as in 2006, apprentices had the highest levels of satisfaction with the ITA. The employers’ CSI score has remained relatively steady (decrease of one point) between the 2006 and the 2007 survey years.

## Apprentices

One of the two primary client groups of the ITA, apprentices are individuals who participate in sponsored industry training programs that lead to certification and employment in a given occupation. Typically, these programs are primarily work-based with about 15% of an apprentice’s time spent in a classroom. Between the 2005 and 2007 cycles of the ITA *Customer Satisfaction and Stakeholder Awareness Survey*, the number of apprentices grew from 21,547 to 31,920, an increase of 48%. These numbers are expected to increase further in subsequent years given the labour market demand for BC.

### Data Highlights for Apprentices

#### Strengths:

- 91% satisfied with workplace training experience
- 91% satisfied with the technical training experience
- 91% satisfied with quality of instruction

#### Areas for improvement:

- 70% satisfied with flexible technical training options
- 70% believe that staff went the extra mile
- 73% believe that they were informed of everything they had to do to get service from the ITA

# Customer Satisfaction

## Results

In total, 91% of apprentices were satisfied with their overall training experience in 2007, the same as the 2006 score (91%). In particular, as shown in Figure 4, the quality of instruction and the skills and knowledge were the two components of technical training that apprentices rated being most satisfied with. Apprentices also found these two aspects to be the most important aspects of training.

### Technical Training

While apprentices indicated a high level of satisfaction in all areas of technical training, two areas that marginal improvements could be made in the future to increase the apprentice satisfaction with technical training are flexibility of training options, such as online learning and night classes, and the timing and location of training. Of these two areas, increasing the flexibility of training is more important to apprentices.

### Workplace Training

Most apprentices in 2007 (91%) were satisfied with workplace training, a slight increase over the 2006 score (90%). And similar to technical training ratings, apprentices indicated a high level of satisfaction in all areas of their workplace experience. The most important aspects of their experience are skills taught on the job, quality of mentoring, and having opportunities to experience all aspects of the job.

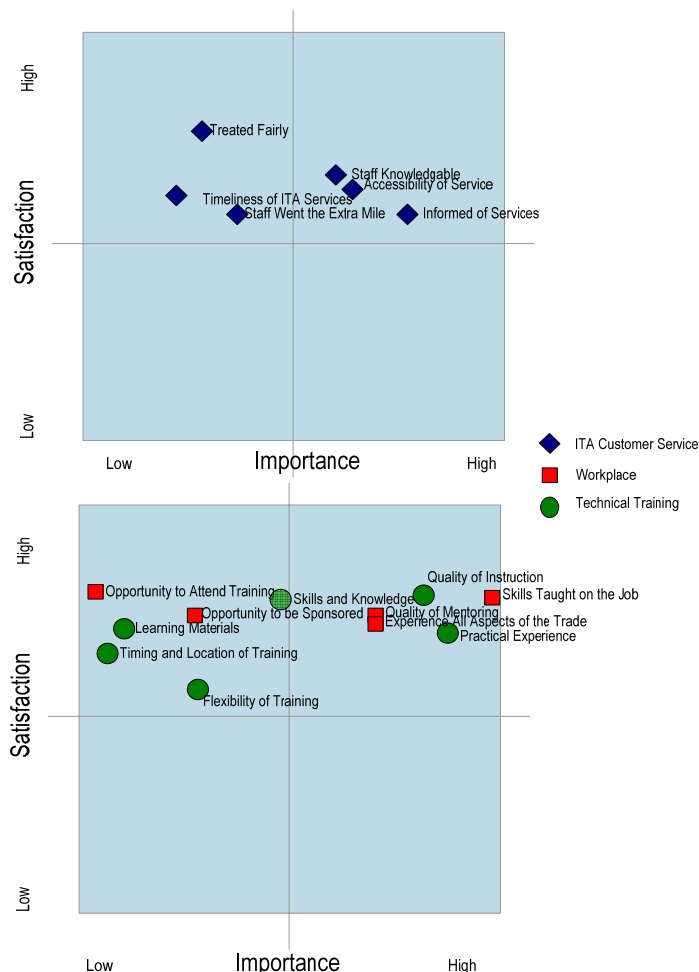
### Customer Service

Overall, apprentices are satisfied with the level of customer service they experience from the ITA. In particular, apprentices were satisfied by how they were treated by the ITA Customer Service staff. Similarly, they felt that the staff was very knowledgeable and competent.

However, lower on the satisfaction level was the feeling the staff did not go the extra-mile to make sure the apprentices got what they needed. Apprentices also felt less satisfied that they were informed of everything they needed to do to get service from the ITA.

Being informed of everything necessary to get service from the ITA was ranked as the most important aspect of customer service

Figure 4: Satisfaction vs. Importance for Apprentices



# Customer Satisfaction

## Employers

Workplace training is an integral part of the apprenticeship system, which is driven by successful, committed employers. Employers play a vital role in industry training, and the availability of skilled workers ultimately depends on the willingness of employers to hire and train apprentice. Satisfied employers benefit from the technical training of apprentices, and in return, remain committed to the training of apprentices in one of more than 100 trade and industry occupations. Since 2005, the number of registered employers has increased from 8,053 to 8,286.

### Results

Overall, employers are satisfied with the technical training that apprentices receive (82%), a slight decrease compared to the 2006 score (84%).

Employers were also satisfied with the way they were treated by the ITA Customer Service Staff (91%).

### Technical Training

A majority of employers responded that the usefulness of skills and knowledge in the workplace is the most important aspect of apprenticeship technical training. Also important to employers is the availability of flexible technical training options for apprentices. Overall, 79% of employers were satisfied with the usefulness of skills and knowledge taught during apprenticeship technical training, in preparing them for the workplace.

### Role as a Sponsor

As a group, employers responded that the contribution that apprentices make to their businesses as the most important aspect of being a sponsor. 95% of employers were satisfied with the contribution that apprentices made.

### Customer Service

Employers ranked the knowledge and competence of the ITA staff as the most important aspect of customer service. The second most important aspect of customer service, to the employers, is the accessibility of those services. 79% of employers were satisfied with the knowledge and competence of the ITA Customer Service staff, and 76% were satisfied with accessibility of service.

### Data Highlights for Employers

**Strengths:**

- 95% feel apprentices make a positive contribution.
- 91% felt fairly treated by the ITA Customer Service staff.

**Areas for improvement:**

- 37% feel it is easy to find apprentices.

Figure 5: Satisfaction vs. Importance for employers



# Customer Satisfaction

## Industry Associations

As representatives of large groups of employers in a given sector, industry associations play an important role in the industry training system. These associations work with the ITA to identify current and emerging skills requirements, partner with training institutions to assist in the delivery of technical training, and help provide work-based training opportunities while sometimes acting as sponsors. In total, 145 industry association groups were identified for the 2007 cycle of the *ITA Customer Satisfaction and Stakeholder Awareness Survey*.

## Data Highlights for Industry Associations

### Strengths:

- 98% feel apprentices make a positive contribution to employers' businesses.

### Areas for improvement:

- 18% feel it is easy to find apprentices.
- 26% are satisfied with the number of apprentices that are available for their industry.

## Results

Overall, industry association representatives are most satisfied with the positive contribution that apprentices make to employers' businesses.

Areas for improvement, as indicated by industry association representatives, are focused on the availability of technical training options and the relative difficulty of finding apprentices within the current labour market.

### Technical Training

According to industry association representatives the most important aspect of apprenticeship technical training, is the usefulness of skills and knowledge that apprentices learn during their technical training program. However, 72% of industry association representatives are satisfied with the usefulness of the skills and knowledge that apprentices learn through their technical training program.

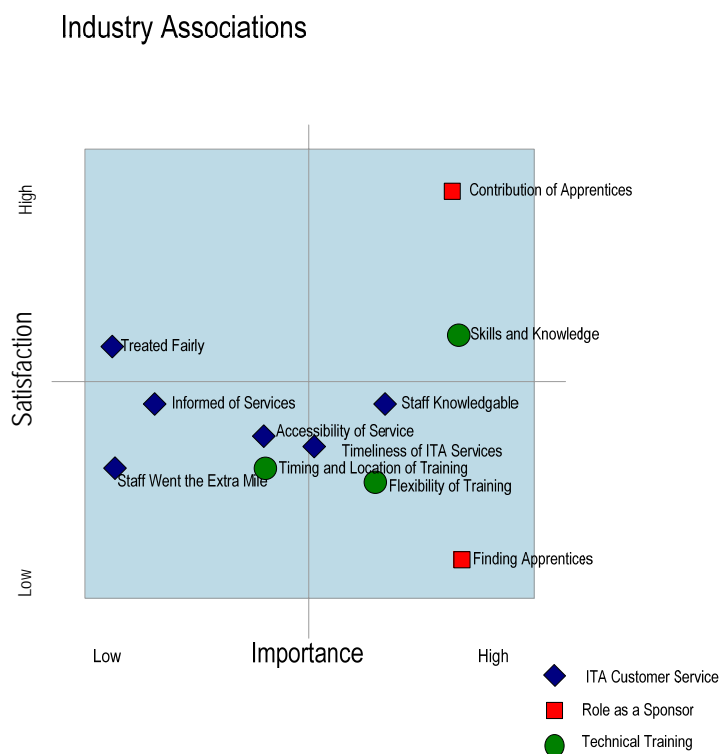
### Role as Sponsor

Industry Association representatives found the contribution that apprentices make to businesses and the finding of apprentices as equally important to their role as a sponsor. 98% of industry association representatives believe that apprentices make a positive contribution to their member's businesses and 18% believe that it is easy to find apprentices.

### Customer Service

The knowledge and competence of the ITA Customer Service staff was ranked as the most important aspect of customer service, according to industry association members. The second most important aspect was the timeliness of those services. Overall, 57% of industry association members were satisfied with the knowledge and the competence of the ITA Customer Service staff.

Figure 6: Satisfaction vs. Importance for Industry Associations



# Customer Satisfaction

## Training Institutions/Unions

Training institutions, as the providers of the technical training received by apprentices, play a key role in the industry training program. In addition to providing the technical training, training institutions also assess the knowledge and skills of those pursuing industry training using well-established standards. In total, the 2007 *ITA Customer Satisfaction and Stakeholder Awareness Survey* surveyed 55 representatives from different training institutions that offer apprentices Entry Level Trades Training and technical training programs in more than 100 different trades.

For the 2007 *ITA Customer Satisfaction and Stakeholder Awareness Survey*, 32 different union representatives were surveyed. Similar to industry associations as representatives of employers, unions serve as advocates for apprentices. In addition to this support role, unions can also function as sponsors and as training providers within the industry training system.

Although the scores from the training institutions and unions were not used to calculate the CSI, representatives from these stakeholder groups were asked to rate their level of satisfaction with the customer service provided by the ITA, providing useful management information to the ITA.

### Results

Similarly with the three other stakeholder groups, union representatives (64%) and training institution representatives (77%) felt fairly treated by the ITA/ITC staff.

In terms of areas for improvement, 42% of training institution representatives surveyed were satisfied with the timeliness of service from the ITA. Furthermore, 38% of union representatives were satisfied with the ITA Customer Service overall.

Knowledge and competence was likely to be selected as most important by training institution respondents and union representatives, and therefore, is an area that requires further attention.

In addition, union respondents were likely to be dissatisfied with the accessibility of service of ITA customer service staff.

### Data Highlights for Training Institutions/Unions

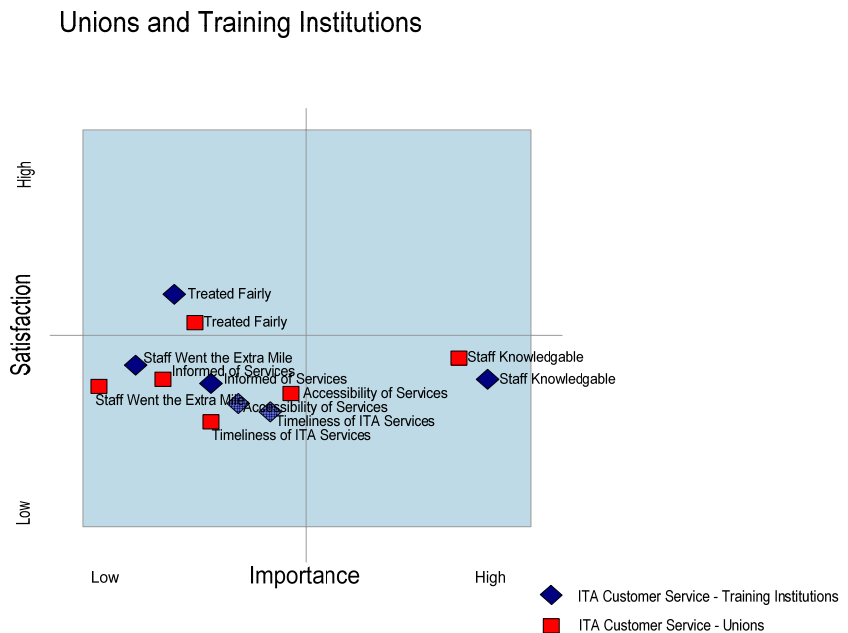
**Strengths:**

- 77% of training institutions and 64% of unions felt fairly treated by ITA Customer Service

**Areas for improvement:**

- 38% of unions were satisfied with the customer service of the ITA.

Figure 7: Satisfaction vs. Importance for Training Institutions and Unions



# Customer Satisfaction

# Stakeholder Awareness

## Stakeholder Awareness

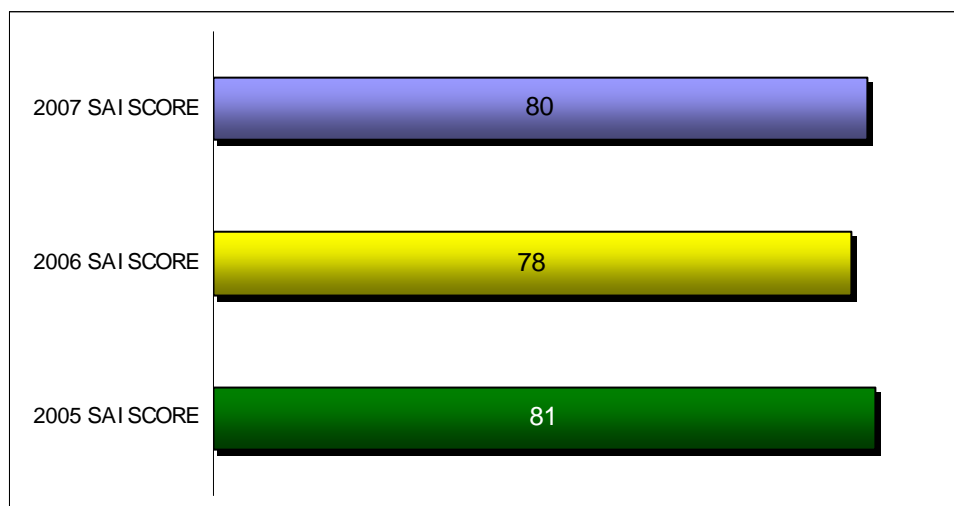
Stakeholder Awareness is a key measure of the ITA's progress towards effectively implementing communication strategies designed to achieve responsive, efficient, and accountable management systems and processes. During 2005/06, several initiatives were undertaken to improve stakeholders' – that is, apprentices, employers, industry associations, training institutions, unions – awareness of programs, policies, information and services that provide affordable access to quality and responsive industry training for British Columbians. The results of those initiatives were reflected in the increase of stakeholder awareness scores in 2007.

## Stakeholder Awareness Index (SAI)

The *Stakeholder Awareness Index* (SAI) was developed in 2005 to establish a baseline score that can annually measure ITA's progress on improving communications with apprentices, employers, associations, training institutions and unions. The SAI uses a representative sample of stakeholders to collect opinions and ratings.

The SAI baseline score (established in 2005) was 81. The SAI score for 2007 was 80 – a slight decrease from the 2005 score. However the SAI score for 2007 is a slight increase from the 2006 score. The score is based on scores from all of the stakeholder groups – apprentices, employers, industry associations, training institutions, and unions.

Figure 8: Stakeholder Awareness Index (SAI) Scores - 2005 vs. 2006 vs. 2007



These groups were asked about their awareness of ITA, their awareness of their role and responsibilities, and their awareness of ITA information sources.

## Awareness of ITA

The ITA was introduced with a mandate to expand and improve industry training in BC, and to make this system more industry-led and demand-driven. In order to accomplish this task the ITA is working with industry and employers, apprentices, and training providers to meet industry's training needs, now and in the future. Improved approaches to skills training are positioning B.C. for economic success, and providing career development opportunities to individual British Columbians.<sup>3</sup>

## Data Highlights for Awareness of ITA

### Strengths:

- 93% of industry associations are aware of the role and mandate of the ITA
- 92% of training institutions are aware that the ITA is mandated to ensure industry leadership in the industry training system

### Areas for improvement:

- 69% of apprentices and 68% of employers are aware of the role and mandate of the ITA
- 71% of unions are aware that the ITA is mandated to ensure industry leadership in the industry training system
- 72% of employers are aware of the ITA initiative to establish Industry Training Organizations

<sup>3</sup> <http://www.itabc.ca/>

# Stakeholder Awareness

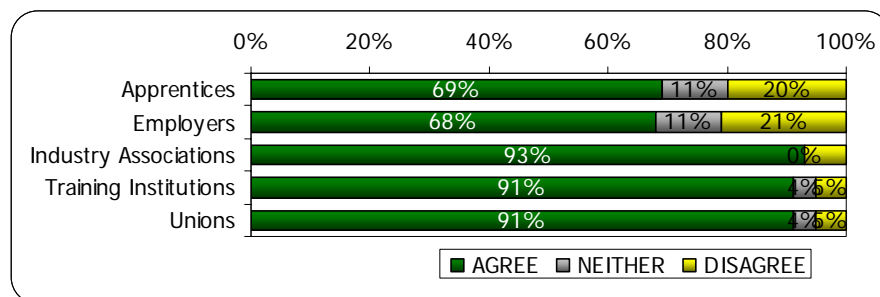
Such change has meant shifting roles and responsibilities for key stakeholders in the system. In accordance with these changes, the ITA has undertaken several communications and marketing initiatives to increase stakeholder awareness and understanding of the industry training system, and to increase intent to participate by target groups.

In the 2007 *ITA Customer Satisfaction and Stakeholder Awareness Survey*, respondents were asked several questions to determine their level of awareness of the ITA.

## Results

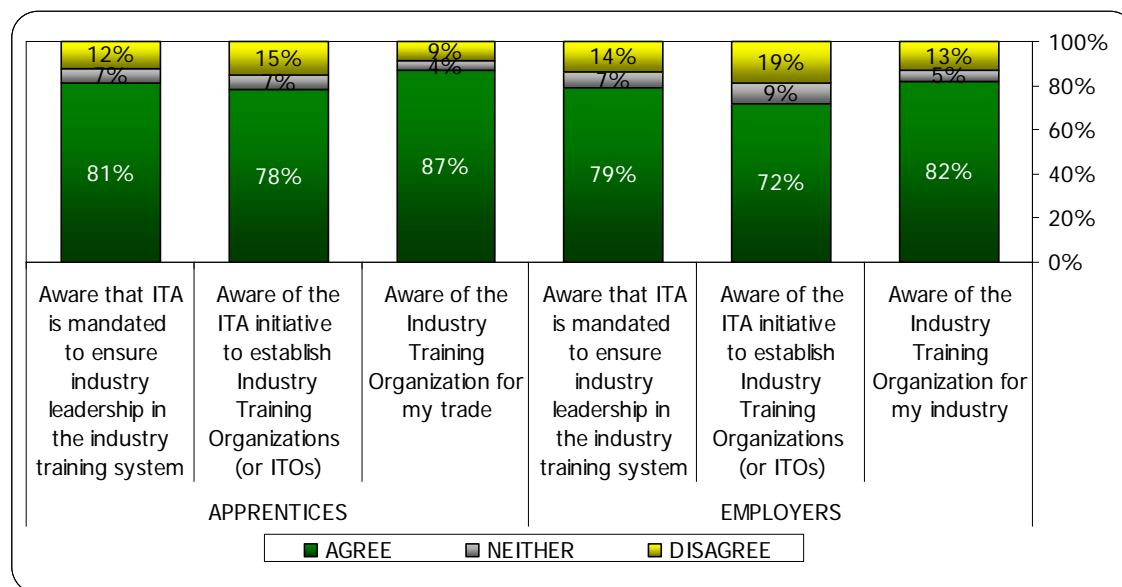
Overall, the majority of stakeholders are aware of the role and mandate of the ITA. Apprentices and employers are less aware in comparison to the respondents of industry associations, training institutions and unions. As shown in Figure 9, less than seven in ten apprentices and employers reported an awareness of role and mandate of the ITA, versus more than nine in ten industry association, training institution and union representatives.

Figure 9: Stakeholders' responses to the question: "In general, I am aware of the role and mandate of the ITA"



As shown in Figure 10, apprentices (81%) and employers (79%) are aware that the ITA is mandated to ensure industry leadership in the industry training system. When taking into consideration the margin of error, these scores are very similar to the 2006 scores. Both apprentices, at 78%, and employers, 72%, are the least aware of the ITA initiative to establish Industry Training Organizations. More than eight out of ten employers and apprentices are aware of the Industry Training Organization for their industry.

Figure 10: Apprentices and Employers awareness of ITA mandates and initiatives



# Stakeholder Awareness

## Awareness of Roles and Responsibilities

Each stakeholder group has responsibilities specific to their role in ensuring BC's industry training system meets the needs of apprentices and employers. Registered apprentices are those who have confirmed within the past 18 months that they are actively pursuing their training. Employers sponsor apprentices to take an industry training program and provide work-based training opportunities required by the program. Unions and industry associations provide leadership and represent the interests of their members within the industry training system. Finally, training providers deliver technical training to apprentices. Survey respondents were asked several questions to assess their level of awareness of their roles and responsibilities.

### Results

Overall, most stakeholder groups are aware of the respective roles and responsibilities, with apprentices having the highest proportion of respondents (91%) aware that they are responsible for registering themselves for technical training.

When comparing awareness of roles and responsibilities among stakeholder groups, training institutions had the highest proportion of respondents aware at 89%, followed by apprentices (86%), employers (86%), unions (84%) and industry association organizations (80%) (as shown in Figure 11 below).

### Data Highlights for Awareness of Roles and Responsibilities

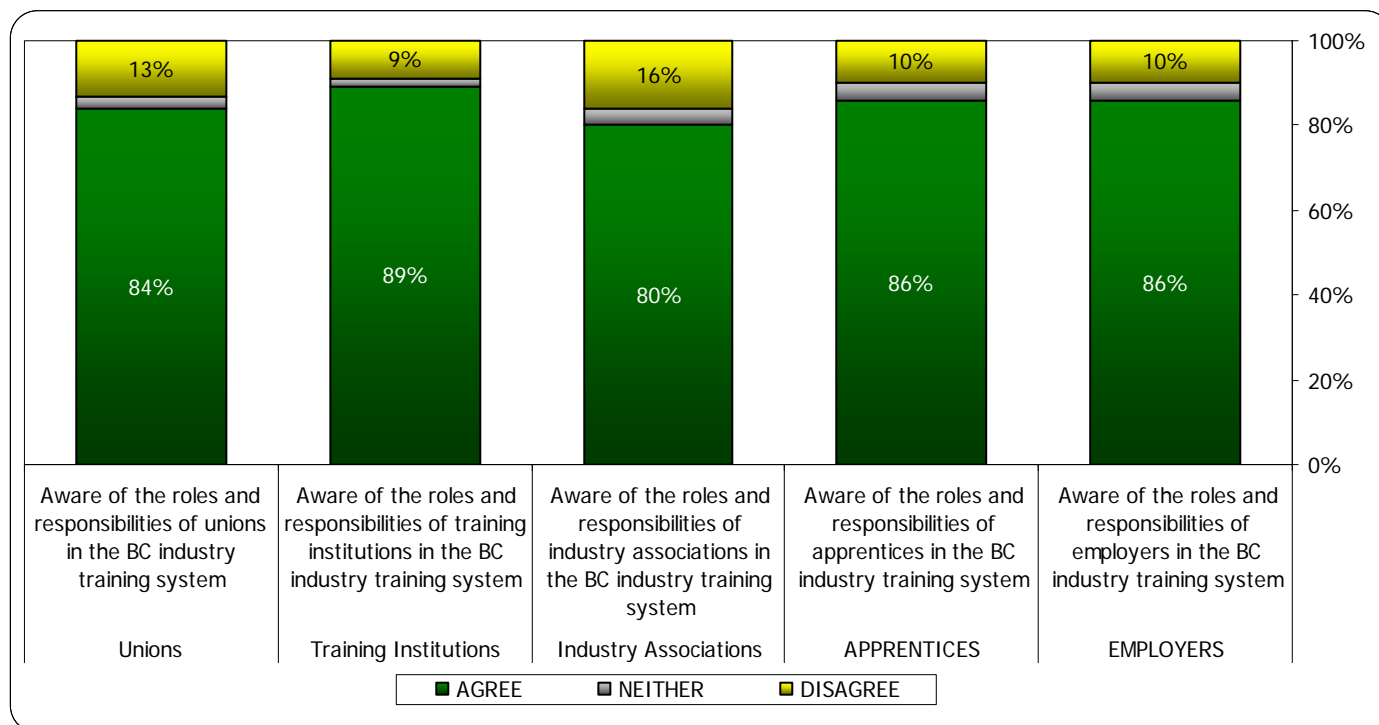
**Strengths:**

- 91% of apprentices are aware that they are responsible for registering themselves for technical training

**Areas for improvement:**

- 80% of industry associations are aware of the roles and responsibilities of industry association in the BC industry training industry

Figure 11: Stakeholders' awareness of their role and responsibilities in the BC industry training system



# Stakeholder Awareness

As a whole, apprentices are aware of the requirements for completing a technical training program (88%), as well as being aware that it is necessary to notify the ITA if there is a change in sponsors/employers (84%). One of the ITA's goals for 2007/08 – 2009/10 is to ensure high levels of stakeholder awareness and intent to participate by target groups, through communications and marketing initiatives.

Critical to the industry training system are effective registration and tracking systems. However, such systems require that users understand reporting requirements and commit to submitting information for tracking and evaluation purposes.

One way the ITA intends to deliver on this goal is through the development of a new information technology platform which will allow for more efficient management of BC's industry training system, and for better tracking and reporting of outcomes. This new system will automate ITA business processes, and provide a common platform for further development of the ITA website, as well as development of customized ITO websites, ensuring that all apprentices have access to the same information.<sup>4</sup>

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<sup>4</sup> Industry Training Authority Service Plan 2007/08 – 2009/10

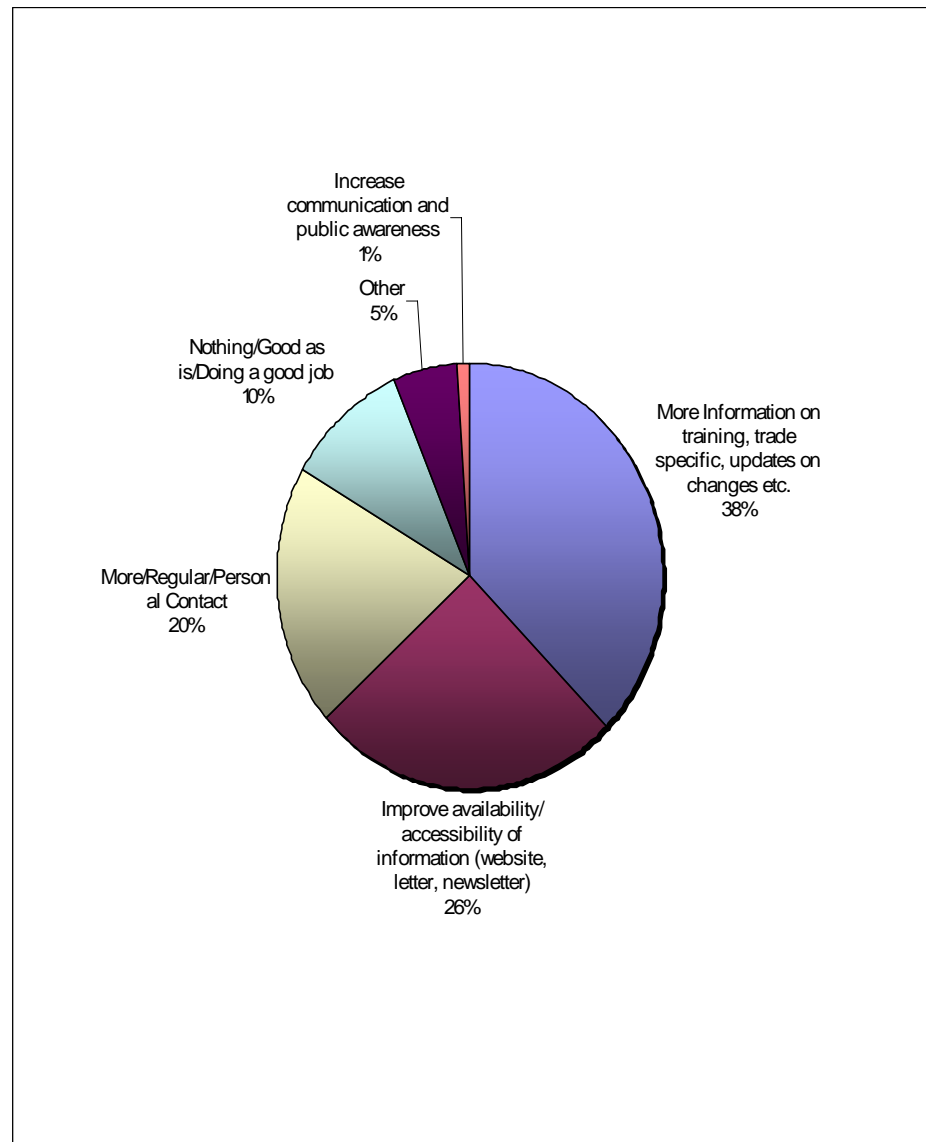
# Stakeholder Awareness

## How to Better Inform Apprentices of their Role and Responsibilities

When asked to identify one thing that the ITA could do to better inform apprentices of their role and responsibilities in the industry training system, 38% responded to provide more information, and 26% responded to improve the availability of information.

Almost one in four respondents indicated that more/regular/personal contact with apprentices would improve current methods of informing apprentices of their roles and responsibilities. 12% of respondents indicated that the ITA is currently doing a good job of informing apprentices of their roles and responsibilities.

Figure 12: Ways to better inform apprentices of their role and responsibilities



### *Improve Availability/ Accessibility of Information*

"Give out more information on their mandate and give more apprentices information as to what they are doing"

### *Provide More Specific Information on Roles, Responsibilities, and Procedures*

"Send out detailed information at the time of the registration process, that way everybody knows what is expected of them when they register and are aware of their responsibilities"

### *Establish More Personal Contact and Relations with Stakeholders*

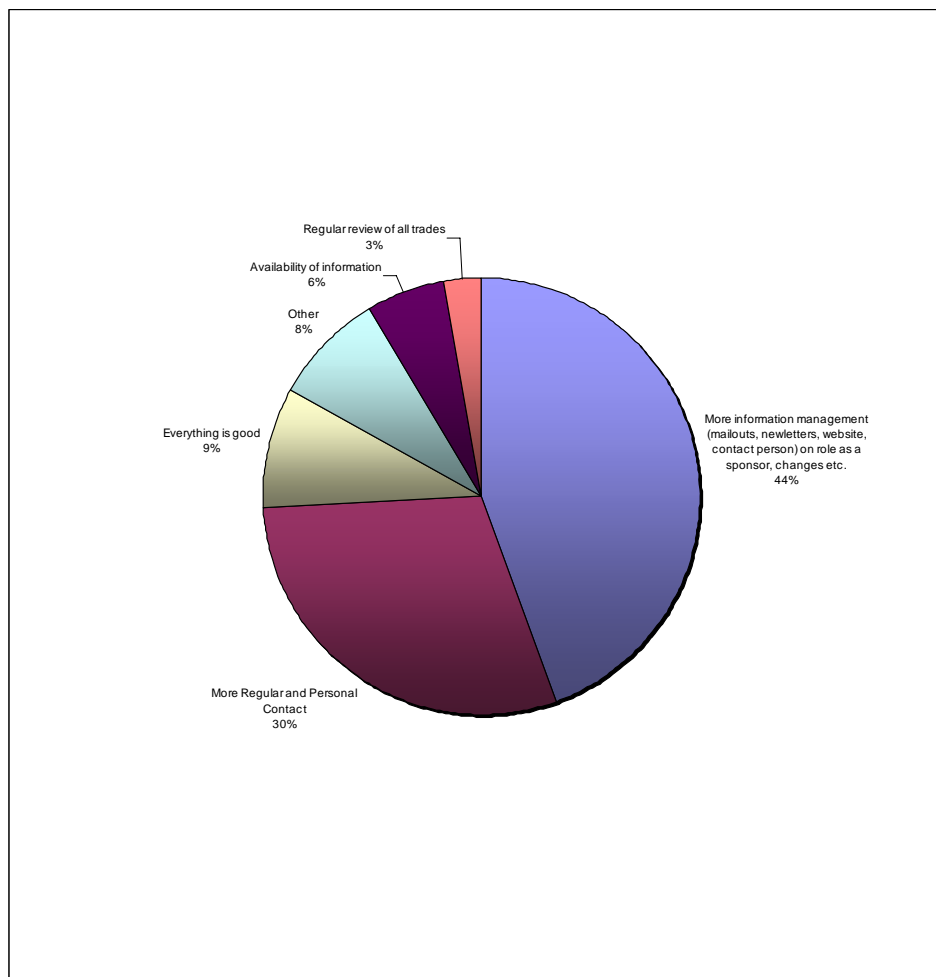
"They could have onsite representatives choose two or three places a week and visit them. It is a lot easier to understand what someone is saying if you are there in the shop"

# ITO Profiles – Introduction

## How to Better Inform Employers of their Role and Responsibilities

When employers were asked to identify one thing that ITA could do to better inform employers of its role and responsibilities in the industry training system, 22% suggested an improvement in information management (mailouts, newsletters, website). A further 18% responded that more regular/personal contact would better inform employers of their roles and responsibilities. 17% of employers felt that more information on training/procedures/responsibilities as a sponsor would better inform employers of their roles and responsibilities.

Figure 13: Ways to better inform employers of their role and responsibilities



### *Improvement In Information Management*

"send some literature so everyone knows what's going on. If you don't have an apprentice there is no information available"

"send me newsletters to keep me updated. I would like to know what's happening but I don't have much time, so this would be important"

"publish more information and send more information to the employer. Also updates on program requirements"

### *More Regular/Personal Contact*

"the biggest thing they could do is contact, either by phone or in person, the sponsor. That would create some interaction between the people in the field and the people trying to put this thing together"

### *More Information on Training/Procedures/Responsibilities as Sponsor*

"every time a new apprentice comes on board, I would like an information package for both employer and apprentice, outlining the necessary requirements"

# ITO Profiles – Introduction

## Awareness of ITA Information Sources

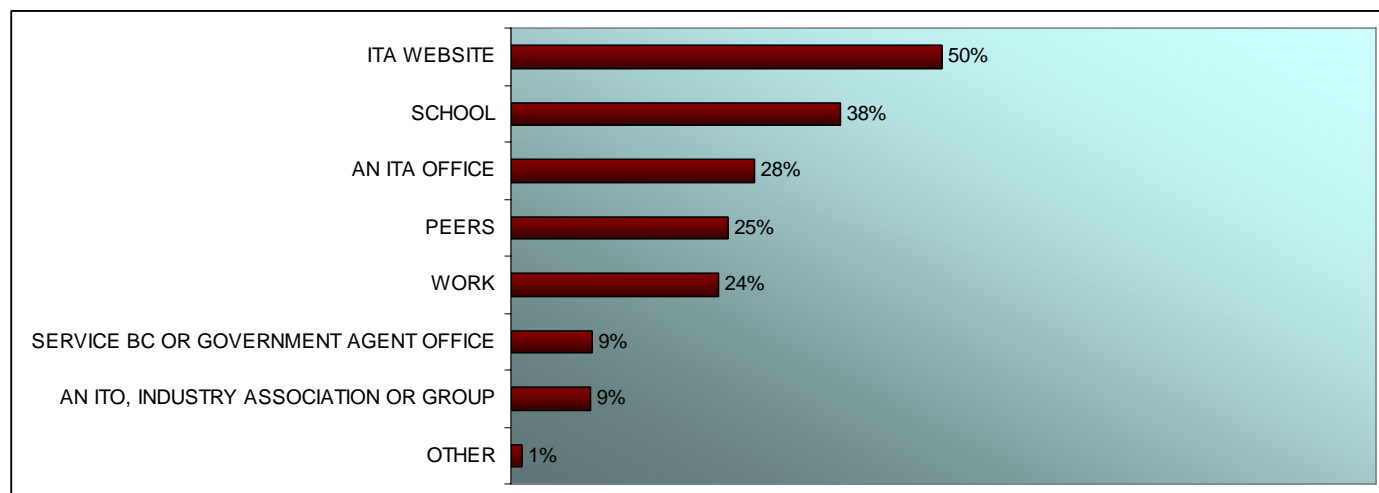
Stakeholders were asked whether they knew how to get information about the ITA and its programs, and the sources of information they typically consult.

### Results

None of the industry associations and union respondents reported not knowing how to get information about ITA and its programs. A small percentage of employers (1%), apprentices (1%), and training institutions (5%) reported that they did not know how to get information about the ITA and its programs. Nevertheless, comparisons from 2005 and 2006 indicate increased awareness of ITA information sources for all five stakeholder groups.

When asked about the sources of information, the majority of all stakeholder groups reported the ITA website as the most typical source.

Figure 14: Sources where stakeholders are most likely to obtain ITA-related information



## Data Highlights for Awareness of ITA Information Sources

### Strengths:

- 89% of training institutions know how to get information about the ITA and its programs.

### Areas for improvement:

- 69% of apprentices know how to get information about ITA and its programs

# ITO Profiles – Introduction

## ITO Profiles

The ITA is mandated to expand and improve industry training, through the creation of a more flexible, accountable, and, most importantly, industry-led training system. Informed in part by the experience in other jurisdictions, the ITA has determined that sector-based Industry Training Organizations (ITOs), with responsibility for specific training programs, will be the mechanism through which industry will assume this leadership position.

Established and operated by industry, and approved and financially co-supported by industry and the ITA, ITOs are not-for-profit legal entities that take lead responsibility for industry training within a particular sector throughout the province of British Columbia. These organizations define training strategies for their sectors, with reference to labour market demand. In addition to leading new program development activities, the ITOs also maintain standards for existing programs. As defined by the ITA in the November 2005 Discussion Paper on ITOs, these organizations are accountable for the following activities and deliverables:

Table 9: ITO Activities/Deliverables and their Corresponding Responsibilities

Activity/Deliverables	ITO Responsibilities
Training Programs	<ul style="list-style-type: none"><li>Develop, Recommend and continually maintain/refine program standards</li></ul>
Technical Training Delivery	<ul style="list-style-type: none"><li>Recommend the type, location and timing of delivery, with reference to provincial labour market information</li></ul>
Communication and Marketing	<ul style="list-style-type: none"><li>Communication with training participants and consultation with sectoral stakeholders regarding training delivery and related recommendations; marketing of specific training programs and careers</li></ul>
Service to Employers and Apprentices	<ul style="list-style-type: none"><li>Provide program-specific information and provide point of contact for training participants</li></ul>
Assessments and Evaluations	<ul style="list-style-type: none"><li>Develop, recommend and continually maintain/refine evaluation tools and methodologies.</li></ul>

While the majority of program development and maintenance responsibilities are devolved to the ITOs under this system, the ITA will retain oversight and related responsibilities across all major aspects of the training system. Technical training will continue to be provided by a range of public and private training providers, and ITOs will not assume a direct role in training delivery. Program outlines, however, will include training provider standards, addressing such matters as facility and equipment requirements and instructor qualifications and capabilities. It is expected that ITOs will work in close conjunction with training providers on issues such as program quality, outcomes, and labour market forecasts.

As part of the 2007 *ITA Customer Satisfaction and Stakeholder Awareness Survey*, the ITA has chosen to produce results which measure the satisfaction of apprentices and employers in each of the ITOs (established and proposed). As of the printing of this report, six ITOs have been established: the Automotive Industry Training Association (AITA), Horticulture Education BC (HEBC), the Residential Construction Industry Training Organization (RCITO), the Industrial-Commercial-Institutional sector (ICI Construction ITO), the Tourism Industry Training Organization and the Resource Industry Training Organization (RITO). They are expected to be joined by the Aerospace Industry Training Organization, the Cosmetology Industry Training Organization, the Marine Industry Training Organization, and the Transportation Industry Training Organization.

Because the ITOs are either in their first year of operation or are still at the proposal stage, this data should not be perceived as a measure of their performance. Rather, it is useful management information to allow the ITOs to define program and service priorities for their respective sectors, and to measure the impact of their actions over the coming year.

# ITO Profiles – Introduction

Allocation of apprentices and employers to a specific ITO for the purpose of data segmentation was determined based on program information obtained from the Apprenticeship Information Management System (AIMS). The apprentices and employers registered in programs that do not fall under the mandate of one of the five existing or proposed ITOs were placed into an Other Category. The population of the other category includes 85 different trades, the five most common were: Commercial Transport Vehicle Mechanic, Dairy Production Technician, Appliance Service Technician, Embalmer and Funeral Director and Commercial Trailer Mechanic. Sample targets were set based on program to ensure that representative samples of the ITO populations were surveyed.

The following profiles present the CSI and SAI scores, as well as the key findings from the surveys conducted among the five ITOs, as follows:

## Established ITOs:

- ▶ Automotive Industry Training Association (AITA)
- ▶ Hort Education BC (Hortedbc)
- ▶ Residential Construction Industry Training Organization (RCITO)
- ▶ Industrial-Commercial-Institutional sector (ICI Construction ITO)
- ▶ Tourism Industry Training Organization
- ▶ Resource Industry Training Organization (RITO)

## Proposed ITOs:

- ▶ Aerospace Industry Training Organization
- ▶ Cosmetology Industry Training Organization
- ▶ Marine Industry Training Organization
- ▶ Transportation Industry Training Organization



# ITO PROFILES – AEROSPACE

## Introduction

The Aerospace ITO is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. The proposed role of Aerospace ITO will be to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers.

The Aerospace ITO will be accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following is a list of these programs:

- ▶ Aircraft Maintenance Technician
- ▶ Aircraft Structural Technician

## Sample

Based on information from AIMS, the approximate population of the Aerospace stakeholder group is 12 employers and 47 apprentices. Of this population, the actual sample surveyed was ten employers, and 18 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

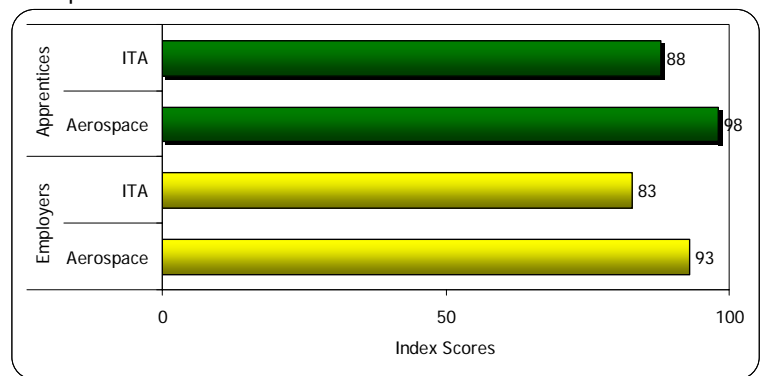
## Customer Satisfaction

### CSI Score

The 2007 CSI score for Aerospace apprentices is 98, ten points above the overall ITA apprentice score of 88. While there is no comparable score to last year, Aerospace has the highest score for apprentices among ITOs.

The 2007 CSI score for Aerospace employers is 93. This score is significantly higher than the overall employer CSI score of 83. There isn't a comparable score to last year, as it was not a proposed ITO in 2006; however, it is the highest score for employers among ITOs.

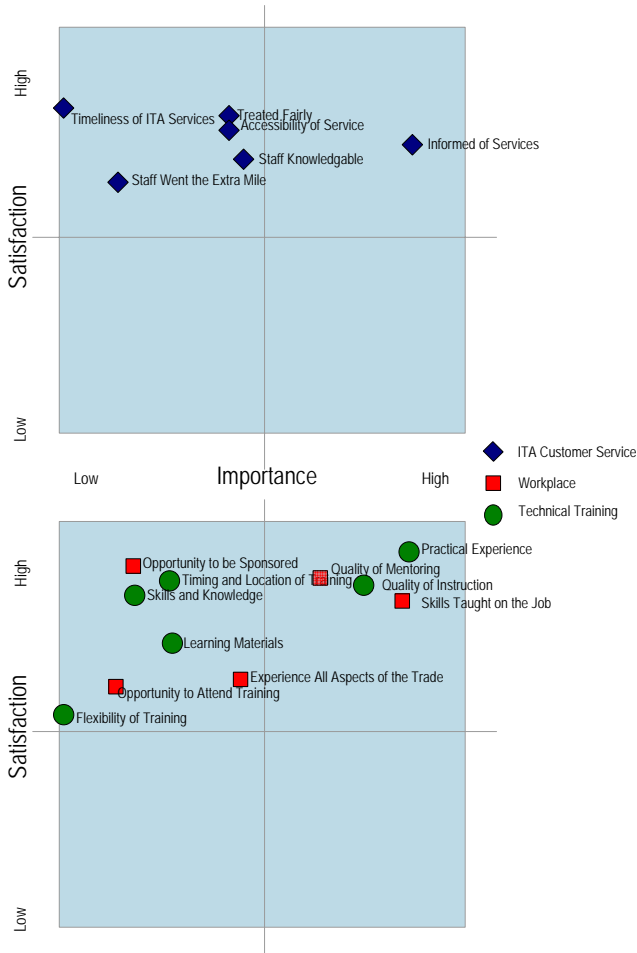
Figure 15: Customer Satisfaction Index Scores for Aerospace



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• 100% satisfied with the amount of practical experience during the in-school portion of the training</li> <li>• 100% satisfied with the technical training experience</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• 100% believe that apprentices make a positive contribution to their business</li> <li>• 100% believe that they were treated fairly</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>• 56% satisfied with the availability of flexible technical training options</li> <li>• 61% satisfied with the opportunity to experience all aspects of the trade</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>• 50% satisfied with the availability of flexible technical training options</li> </ul>

# ITO PROFILES – AEROSPACE

Figure 16: Satisfaction vs. Importance for Aerospace Apprentices



## Apprentices

Aerospace apprentices said that being informed of services and knowledgeable staff were the two most important aspects of customer service. 82% of Aerospace apprentices responded that they were satisfied with being informed about services, and 89% of Aerospace apprentices responded that they were satisfied with the staff's knowledge and competency.

Skills taught on the job and the quality of mentoring were rated the most important aspect of workplace by Aerospace apprentices. 88% of Aerospace apprentices were satisfied with the skills taught on the job, and 94% of Aerospace apprentices claimed to be satisfied with the quality of mentoring.

Practical experience and the quality of instruction are the two most importance aspects of the technical training category. 100% of Aerospace apprentices were satisfied with practical experience, and 94% of them were satisfied with quality of instruction.

# ITO PROFILES – AEROSPACE

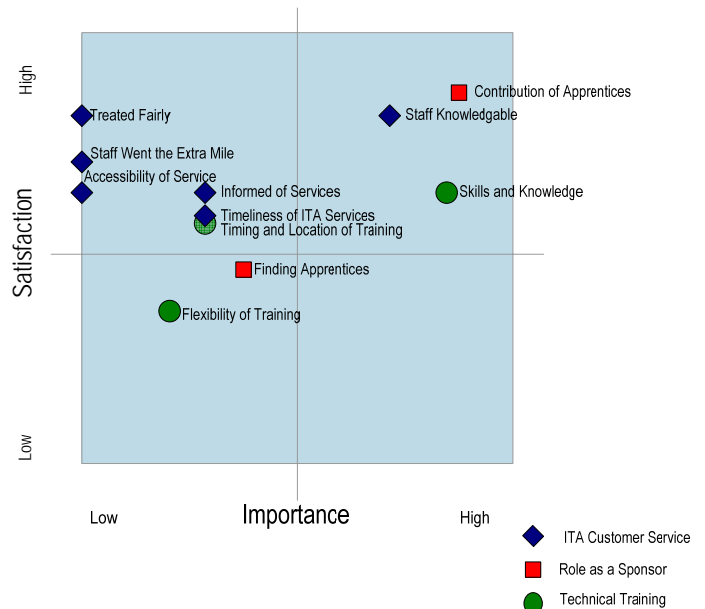
## Employers

Aerospace employers feel that knowledgeable staff, being informed of services and the timeliness of ITA services are the most important aspects of ITA customer services. 100% of Aerospace employers were satisfied with the staff’s knowledge, 90% were satisfied with being informed, and 90% were satisfied with the timeliness of services.

The contribution of apprentices was the most important aspect of role of sponsor, and all of the Aerospace employers (100%) expressed satisfaction with it.

Skills and knowledge, and the timing and location of training were the two most important aspects of technical training among Aerospace employers. Eight out of ten Aerospace employers were satisfied with the skills and knowledge that apprentices learn through their technical training, and nine out of ten were satisfied with the timing and location of training for apprentices.

Figure 17: Satisfaction vs. Importance for Aerospace Employers



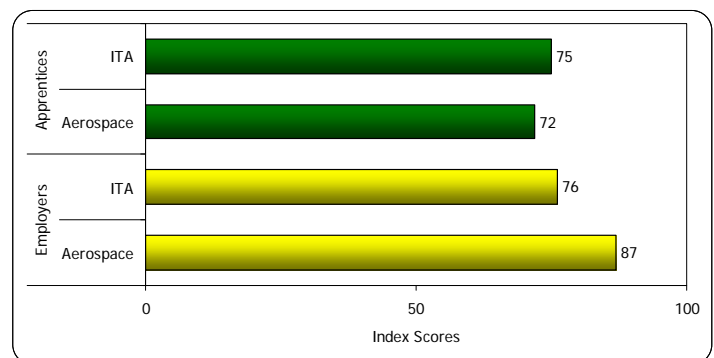
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for Aerospace apprentices is 72, three points below the overall 2007 apprentice score of 75. While there is no comparable score to last year, Aerospace apprentices SAI score rated quite low among the other ITOs.

The 2007 SAI score for Aerospace employers is 87, nine points above the employer overall score of 76. Aerospace employers are very aware of the ITA and their role; the 87 SAI score is the highest of any ITO.

Figure 18: Stakeholder Awareness Index Scores for Aerospace



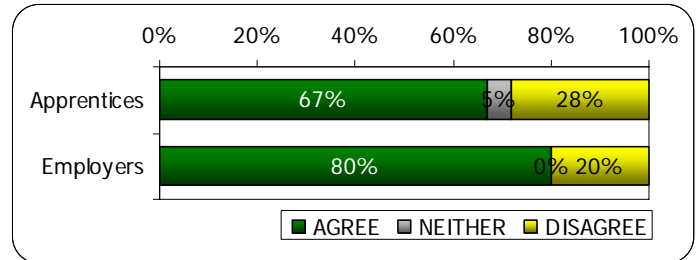
Apprentices	Employers
<b>Strengths</b> <ul style="list-style-type: none"> <li>94% are aware of their roles and responsibilities as an apprentice</li> </ul>	<b>Strengths</b> <ul style="list-style-type: none"> <li>100% are aware that ITA is mandated to ensure industry leadership in the industry training system</li> </ul>
<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>69% know how to get information about ITA and its programs</li> </ul>	<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>80% know how to get information about ITA and its programs</li> </ul>

# ITO PROFILES – AEROSPACE

## Awareness of ITA

Overall, a majority of Aerospace employers are aware of the role and mandate of the ITA. Aerospace apprentices' awareness of the same topic is slightly lower. Aerospace awareness levels for apprentices is identical to the overall ITA awareness scores for apprentices (69%), and the Aerospace awareness level for employers (80%) is significantly higher than the overall ITA awareness score for employers (68%).

Figure 19: Aerospace Apprentices and Employers' overall awareness of ITA role and mandate

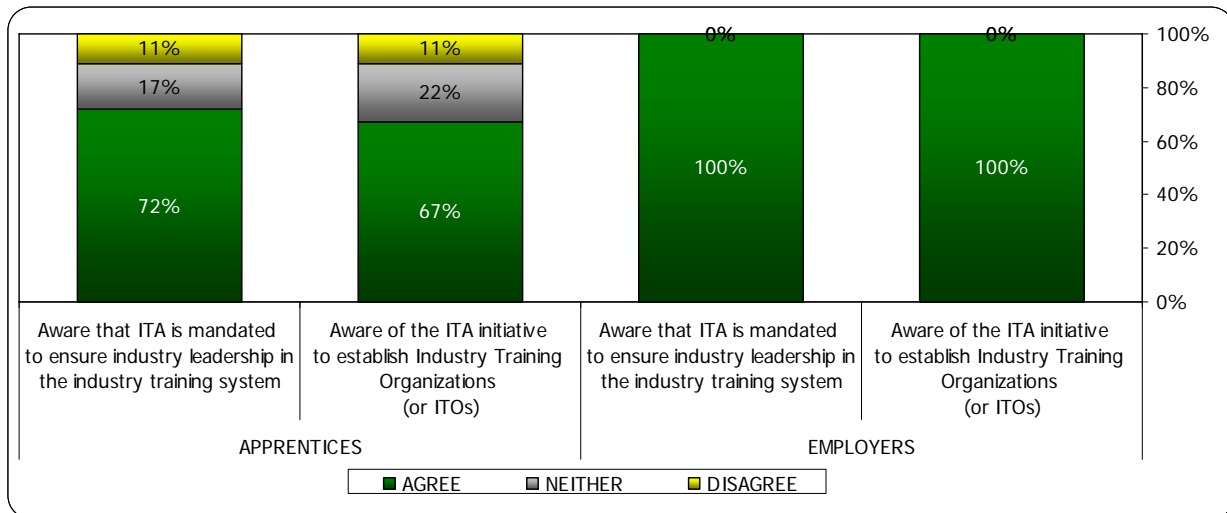


## Awareness of ITA Mandate and Initiative

Overall, both Aerospace apprentices and employers are aware of their respective roles and responsibilities in the industry training system. The levels of awareness which apprentices provided are lower than the overall averages, while the scores which employers provided are significantly higher than the overall scores for employers.

The majority of Aerospace apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system. Only 67% of Aerospace apprentices are aware of the ITA initiative to work toward sector-oriented ITOs; while 100% of Aerospace employers are aware of the ITA initiative.

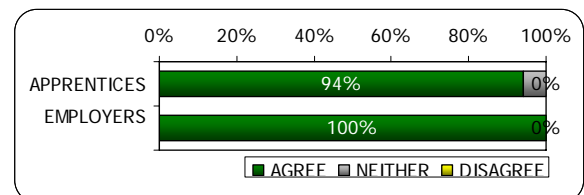
Figure 20: Aerospace Apprentices and Employers' awareness of ITA mandate and initiative



## Awareness of Roles and Responsibilities

Overall, Aerospace apprentices and employers are very aware of their roles and responsibilities. None of the apprentices and employers disagreed with the awareness of roles and responsibilities; however, 6% of apprentices were neutral on the subject. Apprentices exhibited scores which were 8% higher than the overall apprentice score, and employers produced scores which were 14% above the overall employer score.

Figure 21: Aerospace Apprentices and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – AITA

## Introduction

The Automotive Industry Training Association (AITA) is an ITA sanctioned Industry Training Organization. The mandate of the AITA is to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers. AITA is governed by its automotive industry representatives, with the active participation of stakeholders such as governments, training providers and others. The AITA vision is to be an industry sector organization that supports the BC automotive industry with training and credentialing that effectively matches the supply of skilled workers with industry demand.

AITA is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following trades are a sample of those that fall within AITA's mandate:

- ▶ Automotive Service Technician
- ▶ Automotive Glass Technician
- ▶ Automotive Collision Repair Technician
- ▶ Forklift Mechanic
- ▶ Tire Repairer
- ▶ Automotive Refinishing Preparation Technician

## Sample

Based on information from AIMS the approximate population of the AITA stakeholder group is 1,555 employers and 3,256 apprentices. Of this population, the actual sample surveyed was 150 employers, and 200 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

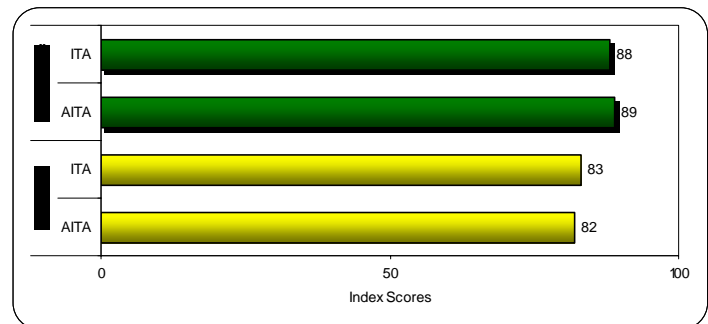
## Customer Satisfaction

### CSI Score

The 2007 CSI score for AITA apprentices is 89, the third highest for apprentices among ITOs. This score is above the overall ITA apprentices' CSI score of 88.

The 2007 CSI score for AITA employers is 82. This score is slightly below the overall employer CSI score of 83. The CSI score for AITA employers has shown an increase from last year, rising eight points from 74 to 82.

Figure 22: Customer Satisfaction Index Scores for AITA

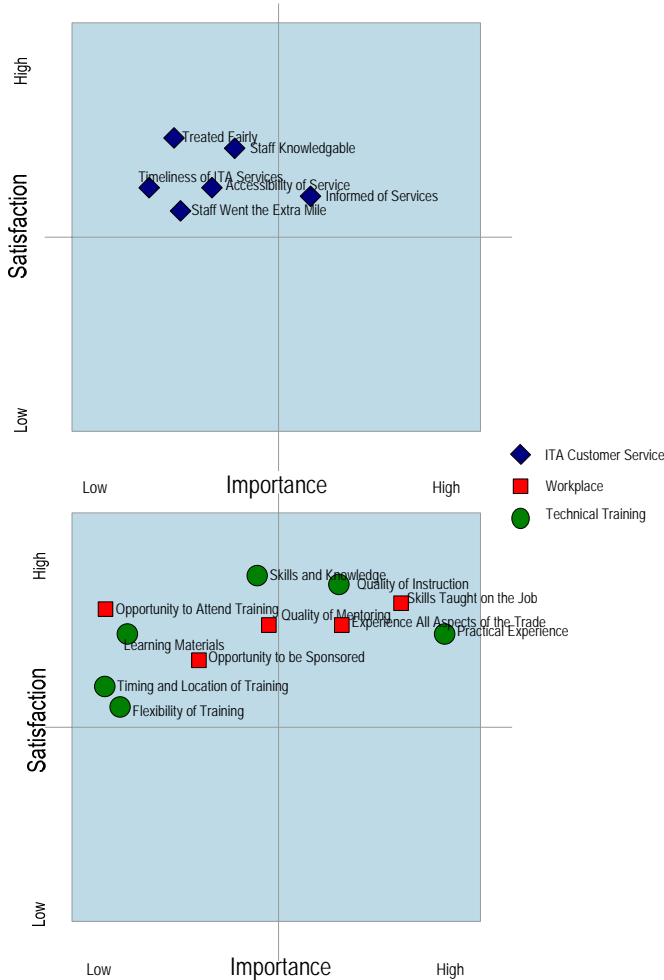


Apprentices	Employers
<b>Strengths</b> <ul style="list-style-type: none"> <li>92% are satisfied with the skills taught on the job</li> <li>93% are satisfied with the workplace training experience</li> </ul>	<b>Strengths</b> <ul style="list-style-type: none"> <li>95% feel believe that apprentices make a positive contribution to their businesses</li> </ul>
<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>72%<sup>5</sup> are satisfied with the availability of flexible technical training options</li> </ul>	<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>30% feel that it is easy to find apprentices</li> <li>47% are satisfied with the availability of flexible technical training options for apprentices</li> </ul>

<sup>5</sup> 72% fall within one standard deviation away from the average; but it is the highest attribute rewarded

# ITO PROFILES – AITA

Figure 23: Satisfaction vs. Importance for AITA Apprentices



## Apprentices

Overall, AITA apprentices ranked being informed of services as the most important aspect of the ITA customer service. The accessibility of those services was ranked as the second most important aspect, according to AITA apprentices. AITA apprentices were satisfied that ITA customer service informed them of everything they had to do to get service from the ITA (80%), and 83% of apprentices were satisfied with the accessibility of the service.

AITA apprentices found that the skills taught on the job was the most important aspect of the workplace training portion of the program. The second most important aspect of workplace training was the opportunity to experience all aspects of a trade. AITA apprentices were satisfied with the skills taught on the job during their workplace training (92%), and 84% were satisfied with the opportunity to experience all aspects of the trade.

The amount of practical experience was ranked as the most important aspect of technical training for AITA apprentices. The quality of instruction was ranked as the second most important aspect of the technical training experience for AITA apprentices. Overall, 85% of AITA apprentices were satisfied with the amount of practical experience they received during the in-school portion of their training, while 94% were satisfied with the quality of instruction.

# ITO PROFILES – AITA

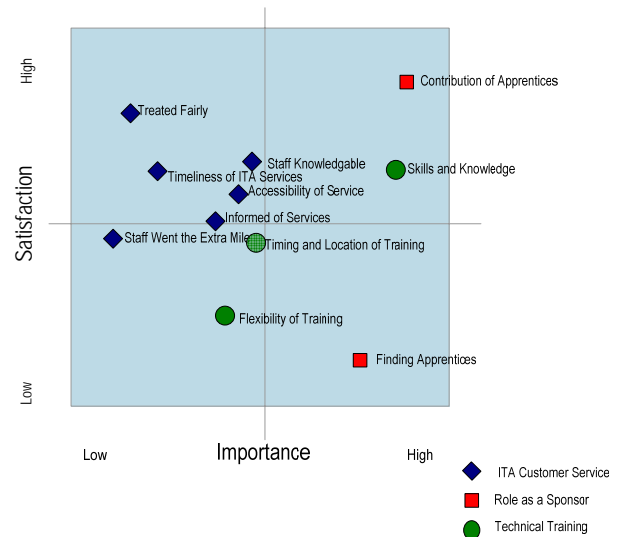
## Employers

The ITA customer service staff's knowledge and competence was ranked, by AITA employers, as the most important aspect of customer service. The second most important aspect being the accessibility of services. Overall, 82% of AITA employers were satisfied with ITA customer service staff's knowledge and competence, and 75% were satisfied with the accessibility of service.

AITA employers ranked the contribution that apprentices make to businesses as the most important aspect of the apprentice program. AITA employers agree that apprentices make a positive contribution to businesses (95%).

AITA employers ranked the usefulness of skills and knowledge in the workplace as the most important aspect covered in the apprentice's technical training. The second most important aspect of technical training is the timing and location of the technical training. Overall, 78% of AITA employers were satisfied with the usefulness of the skills and knowledge that apprentices learn through their technical training program, and 69% of employers were satisfied with the timing and location of technical training.

Figure 24: Satisfaction vs. Importance for AITA Employers



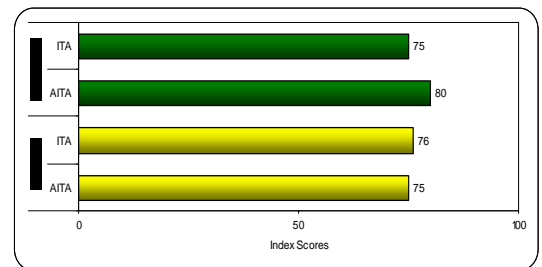
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for AITA apprentices is 80, the highest among ITOs. This score is also above the overall 2007 ITA apprentices SAI score of 75.

The 2007 SAI score for AITA employers is 75. This score is slightly below the employer overall SAI score of 76.

Figure 25: Stakeholder Awareness Index Scores for AITA



Apprentices	Employers
<b>Strengths</b> <ul style="list-style-type: none"> <li>92% know that they are responsible for registering themselves for technical training</li> </ul>	<b>Strengths</b> <ul style="list-style-type: none"> <li>87% are aware of their role and responsibilities as a sponsor<sup>6</sup></li> </ul>
<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>76% are aware of the role and mandate of the ITA</li> </ul>	<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>67% are aware of the role and mandate of the ITA</li> </ul>

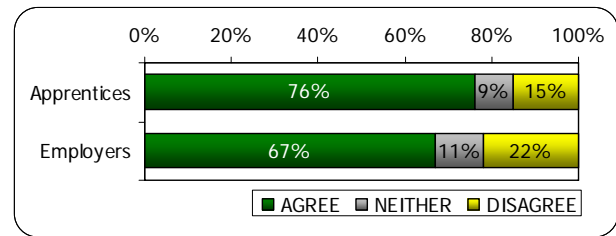
<sup>6</sup> 87% falls within one standard deviation away from the average; but it is the highest attribute rewarded.

# ITO PROFILES – AITA

## Awareness of ITA

Overall, a majority of AITA apprentices are aware of the role and mandate of the ITA, however AITA employers' awareness is slightly lower. AITA awareness levels for apprentices is above the overall ITA awareness scores for apprentices (69%), and the AITA awareness level for employers is slightly lower than the overall ITA awareness score for employers (68%). More than three quarters of AITA apprentices are aware of the ITA's mandate and initiatives.

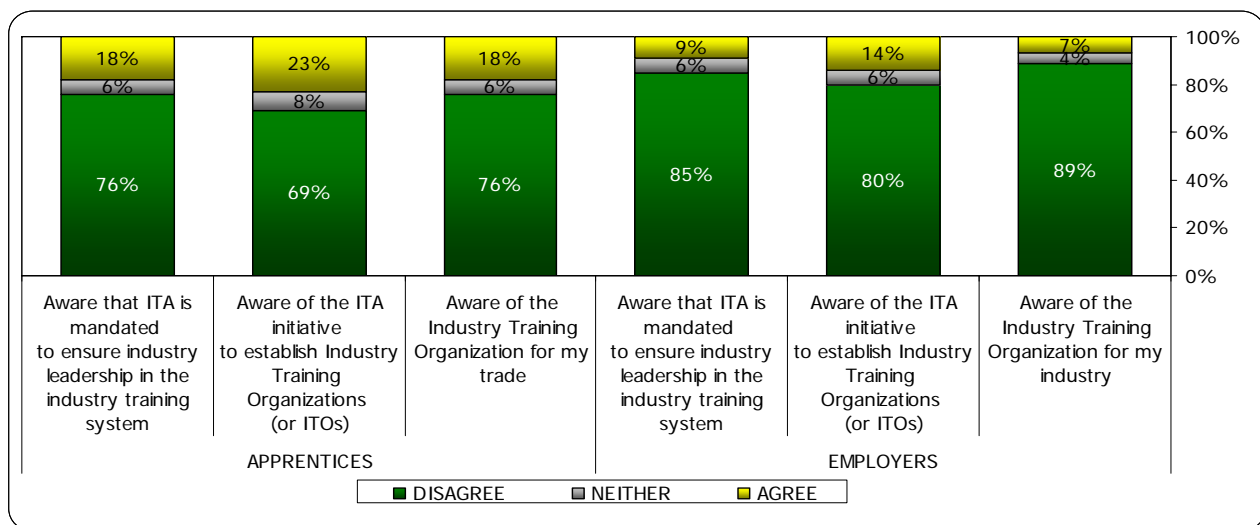
Figure 26: AITA's Awareness of the Role and Mandate of the ITA, in general



## Awareness of ITA Mandate and Initiative

Overall AITA apprentices are aware of their respective roles and responsibilities in the industry training system. The levels of awareness which apprentices provided are slightly lower than the overall apprentice scores, while the scores which employers provided are significantly higher than the overall scores for employers.

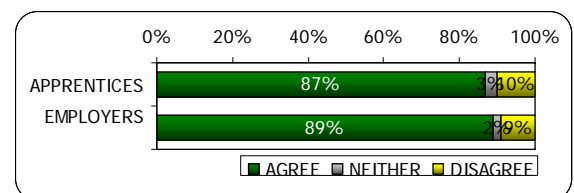
Figure 27: AITA Apprentices and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, both AITA apprentices and employers are aware of their respective roles and responsibilities in the industry training system. These levels of awareness only slightly differ from the overall ITA score for apprentice and employer awareness of role and responsibility (86 for both stakeholder groups).

Figure 28: AITA's Apprentice's and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – COSMETOLOGY

## Introduction

The Cosmetology ITO is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. The proposed role of Cosmetology will be to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public and private.

Cosmetology will be accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following trades are examples of those which had been proposed to fall within ICI's mandate at the time of the administration of the *2007 Customer Satisfaction and Stakeholder Awareness Survey*:

- ▶ Cosmetologists
- ▶ Barber

## Sample

Based on information from AIMS the approximate population of the Cosmetology stakeholder group is 140 employers and 851 apprentices. Of this population, the sample surveyed was 64 employers, and 150 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population resulting in a margin of error of 9.1% and 7.3% respectively.

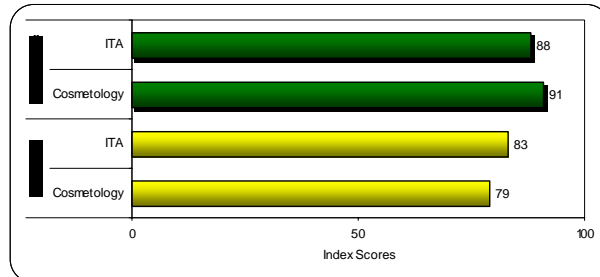
## Customer Satisfaction

### CSI Score

The 2007 CSI score for Cosmetology apprentices is 91. This score is higher than the overall ITA apprentice CSI score of 88.

The 2007 CSI score for Cosmetology employers is 79. This score is below the overall ITA employers CSI score of 83.

Figure 29: Customer Satisfaction Index Scores for Cosmetology Apprentices and Employers

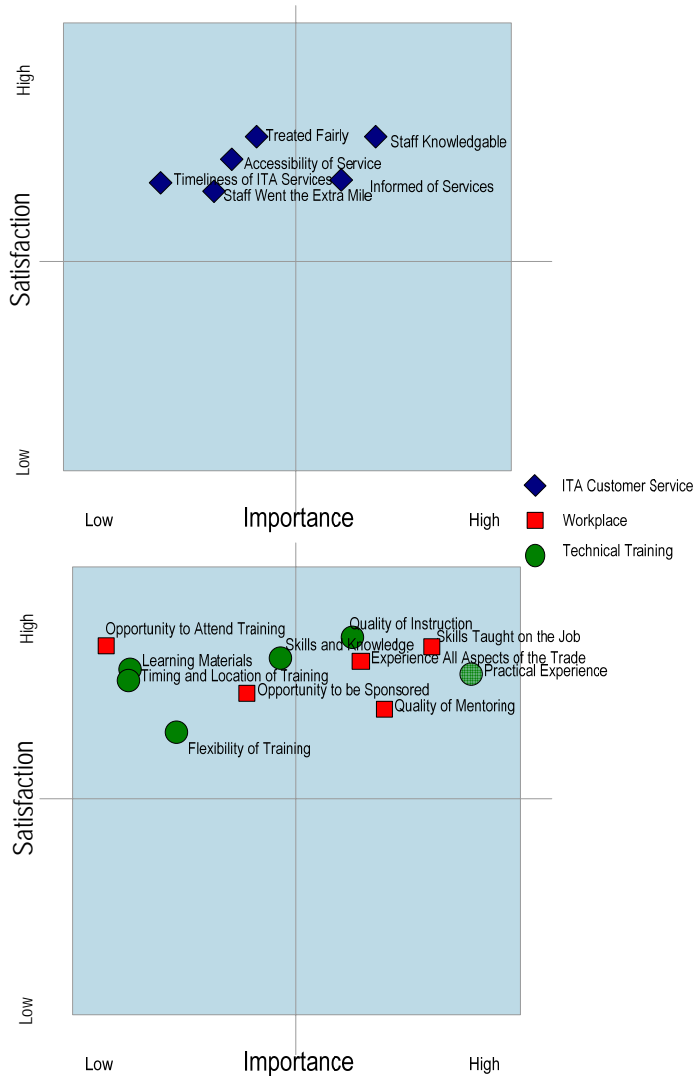


Apprentices	Employers
<u>Strengths</u> <ul style="list-style-type: none"> <li>91% are satisfied with the quality of instruction they received</li> <li>91% are satisfied with their technical training experience</li> </ul>	<u>Strengths</u> <ul style="list-style-type: none"> <li>89% believe that apprentices make a positive contribution to their business</li> </ul>
<u>Areas for Improvement</u> <ul style="list-style-type: none"> <li>79%<sup>7</sup> are satisfied with the availability of flexible technical training options</li> </ul>	<u>Areas for Improvement</u> <ul style="list-style-type: none"> <li>56% are satisfied with the availability of flexible technical training options for apprentices</li> <li>48% feel that it is easy to find apprentices</li> </ul>

<sup>7</sup> 73% falls within one standard deviation away from the average, but it is the lowest attribute rewarded.

# ITO PROFILES – COSMETOLOGY

Figure 30: Satisfaction vs. Importance for Cosmetology Apprentices



## Apprentices

Cosmetology apprentices feel that knowledgeable staff and being informed of services are the most important aspects of customer service. Cosmetology apprentices were satisfied with the knowledge and competence of the staff (87%), and 79% of apprentices are satisfied with being informed of services.

Cosmetology apprentices believe that skills taught on the job and the quality of mentoring are the most important features of the workplace. Cosmetology apprentices were satisfied with the skills taught on the job (90%), and 81% of Cosmetology apprentices were satisfied with the quality of teaching or mentoring provided.

Cosmetology apprentices also view practical experience and the quality of instruction as the most important aspects of technical training. Cosmetology apprentices were satisfied with the amount of practical experience which they receive (83%), and 91% of Cosmetology apprentices were satisfied with the quality of instruction.

# ITO PROFILES – COSMETOLOGY

## Employers

Being informed about services was the most important aspect of customer service for Cosmetology employers, with accessibility of service and knowledgeable staff tying for second. Two thirds of Cosmetology employers were satisfied with being informed about services, 80% were satisfied with accessibility of services, and 80% were satisfied with the knowledge of staff.

The contribution of apprentices was the most important aspect of the role as a sponsor, and 88% of the Cosmetology employers were satisfied with the contribution of apprentices.

The skills and knowledge that an apprentice learns, and the flexibility of their training are the two most important aspects of technical training for Cosmetology employers. Employers are satisfied with the skills and knowledge that apprentices learn (72%), and 56% are satisfied with the availability of flexibility technical training options for apprentices.

Figure 31: Satisfaction vs. Importance for Cosmetology Employers

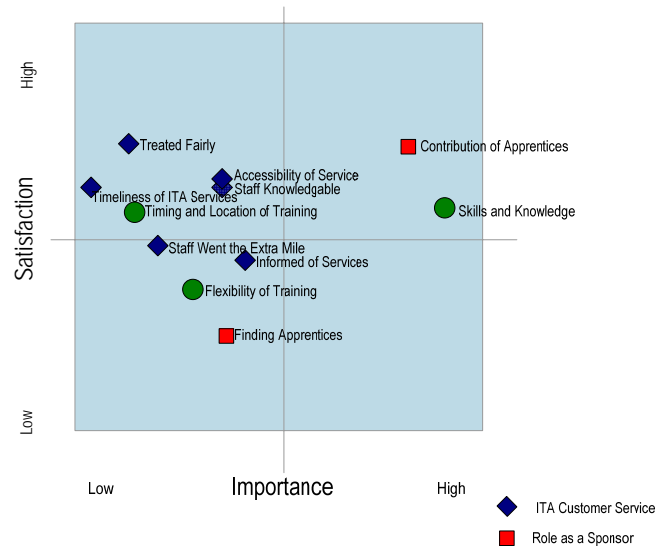


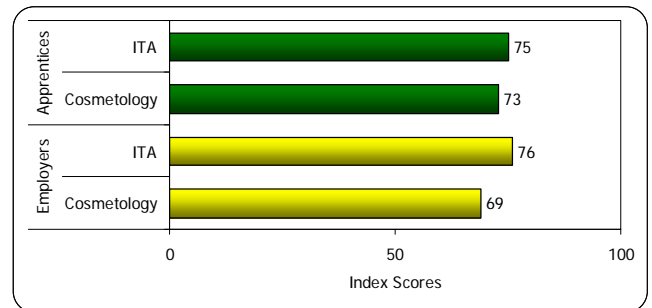
Figure 32: Stakeholder Awareness Index Scores for Cosmetology

## Stakeholder Awareness

### SAI Score

The 2007 SAI score for Cosmetology apprentices is 73, slightly below the average among ITOs, and also slightly below the overall 2007 ITA apprentices SAI score of 75.

The 2007 SAI score for Cosmetology employers is 69. This is the lowest ITO score among employers, seven points below the ITA employers SAI score of 76.



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>91% are aware of their role and responsibilities as an apprentice</li> <li>93% know that they are responsible for registering for technical training</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>83%<sup>8</sup> are aware of their roles and responsibilities as a sponsor</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>68% are aware of the role and mandate of the ITA</li> <li>60% know how to get information about the ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>59% are aware of the role and mandate of the ITA</li> <li>65% know how to get information about the ITA and its programs</li> </ul>

<sup>8</sup> 83% fall within one standard deviation away from the average; but it is the highest attribute rewarded.

# ITO PROFILES – COSMETOLOGY

## Awareness of ITA

Overall, a moderate majority of Cosmetology apprentices and employers are aware of the role and mandate of the ITA. Cosmetology apprentices have a very similar awareness scores as the overall apprentice score (69); however, the Cosmetology employer score is nine points lower than the average.

## Awareness of ITA Mandate and Initiative

The majority of Cosmetology apprentices are aware of the ITA's mandate and initiative, and both of the scores are above the overall average. The majority of Cosmetology employers are aware of the ITA's mandate and initiative as well; however, both of the scores fall below the overall average for employers.

Figure 33: Cosmetology Apprentices and Employers' awareness of ITA, in general

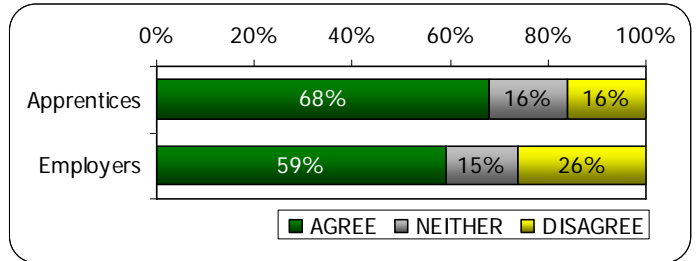
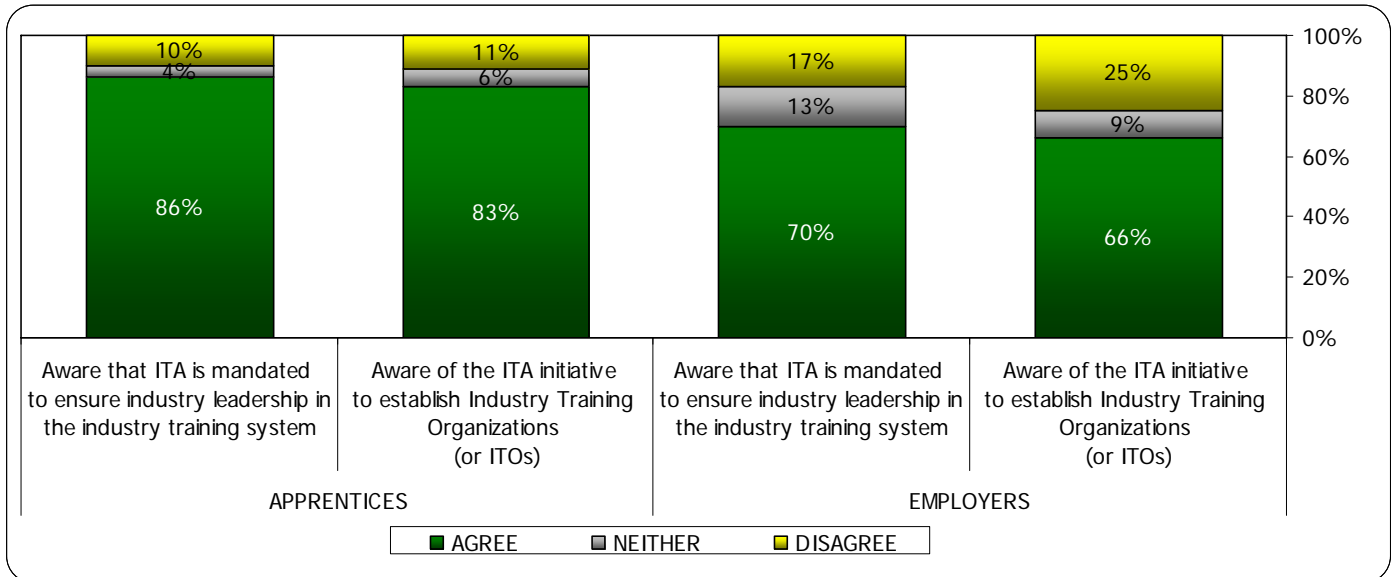


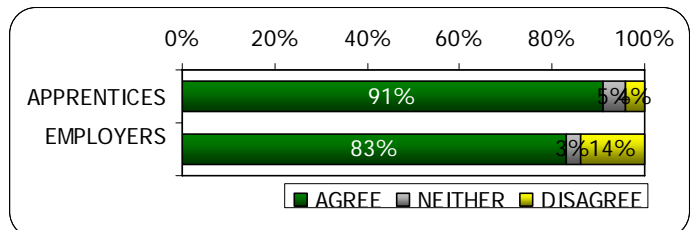
Figure 34: Cosmetology Apprentices and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, Cosmetology apprentices and employers are aware of their roles and responsibilities. The apprentices are five points above the overall apprentice score, and employers are three points below the overall employers' score (86 for both stakeholder groups).

Figure 35: Cosmetology's Apprentices' and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – HORTEDBC

## Introduction

Horticulture Education BC (HORTEDBC) is sanctioned by the ITA as the industry training organization (ITO) for the ornamental horticulture industry in British Columbia. The purpose of HORTEDBC is to define and make operational an industry driven training leadership and coordinating mechanism for the BC ornamental horticulture industry. HORTEDBC's mission is to promote, develop, coordinate and manage the delivery of effective and efficient industry training and qualifications in the BC ornamental horticulture industry by responding to the skills and training needs of apprentices, workers and employers.

HORTEDBC is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the following ITA approved training programs:

- ▶ Arboriculturist (urban forestry)
- ▶ Florist
- ▶ Landscape Horticulturalist
- ▶ Production Horticulturalist

## Sample

Based on information from AIMS the approximate population of the HORTEDBC stakeholder group is 121 employers, and 361 apprentices. Of this population, the actual sample surveyed was 75 employers, and 115 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

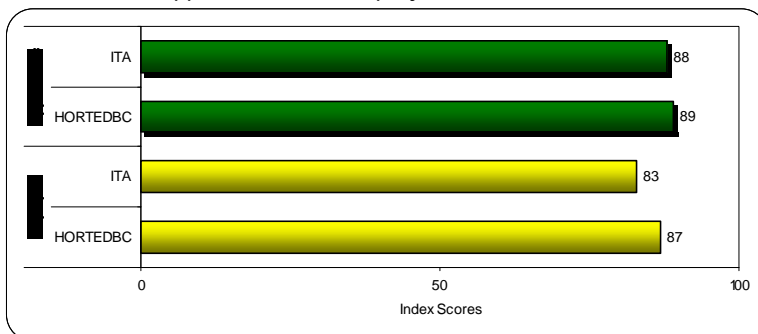
## Customer Satisfaction

### CSI Score

The 2007 CSI score for HORTEDBC apprentices is 89. This score is slightly higher than the overall apprentices' CSI score of 88. The 2007 score for HORTEDBC apprentices is five points higher than the 2006 HORTEDBC apprentice CSI score of 83.

The 2007 CSI score for HORTEDBC employers is 87. The employer score is up ten points from 2006 when the score was 77 points.

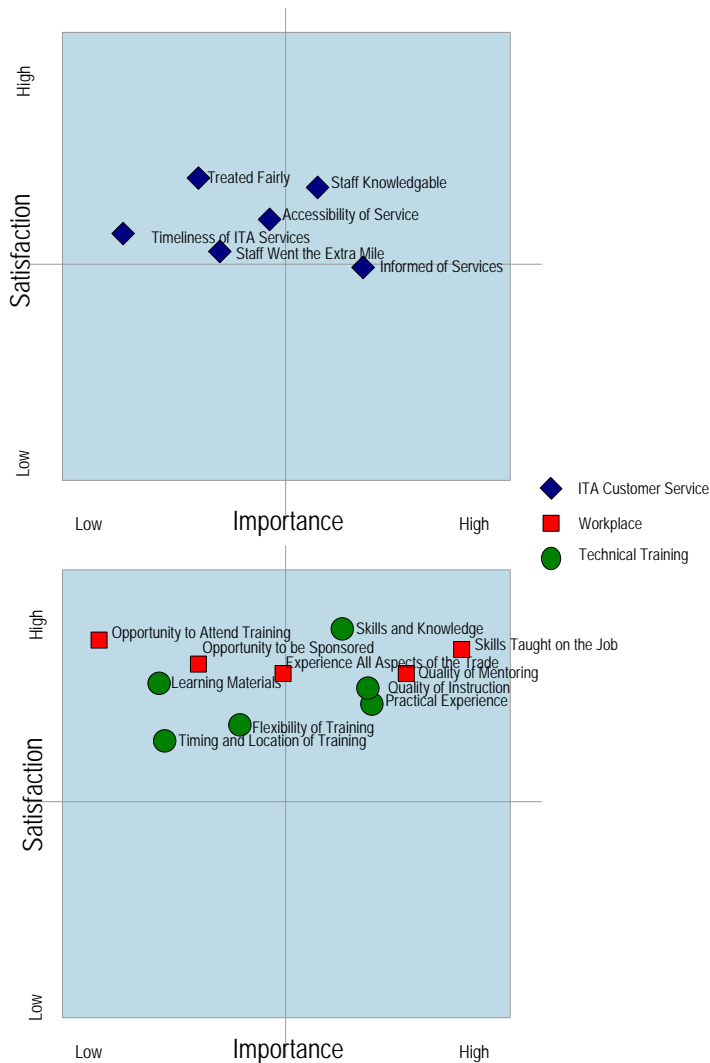
Figure 36: Customer Satisfaction Index Scores for HORTEDBC Apprentices and Employers



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>94% are satisfied with the usefulness of the skills and knowledge that were learned through the technical training program</li> <li>96% are satisfied with the workplace training experience</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>89% are satisfied with the experience of being a sponsor</li> <li>95% believe that apprentices make a positive contribution to their business</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>76% are satisfied with the availability of flexible technical training options</li> <li>69% feel informed of everything they had to do to get service from the ITA</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>33% feel that it is easy to find apprentices</li> </ul>

# ITO PROFILES – HORTEDBC

Figure 37: Satisfaction vs. Importance for HORTEDBC Apprentices



## Apprentices

Overall, HORTEDBC apprentices rated the importance of being informed of everything necessary to get service from the Industry Training Authority as the most important aspect of ITA Customer Service. They felt that the second most important thing was the ITA Customer Service staff displaying knowledge and competence about the ITA programs. Of the HORTEDBC apprentices, 69% were satisfied that they were informed of everything they needed to do to get service from the Industry Training Authority and 76% were satisfied that the staff are knowledgeable and competent.

HORTEDBC apprentices rated the skills taught on the job as the most important aspect of workplace training followed by the importance of the quality of teaching and mentoring they received throughout their workplace training. Taken as a whole, 94% of HORTEDBC apprentices were satisfied with the skills taught on the job during the workplace training and 88% were satisfied with the quality of teaching and mentoring.

When considering the importance of the various aspects of their technical training experiences, HORTEDBC apprentices rated both the quality of instruction and the amount of practical experience as the most important aspect. While 89% of HORTEDBC apprentices were satisfied with the quality of instruction received, only 84% were satisfied with the amount of practical experience during the in-school portion of the training.

# ITO PROFILES – HORTEDBC

## Employers

As a group, HORTEDBC employers rated being informed of everything they needed to do to get information from the Industry Training Authority as the most important aspect of ITA Customer Service. This was followed by the knowledge and competence of the staff themselves. Overall, 67% of HORTEDBC employers were satisfied with being informed of everything they had to do to get service from the ITA while 77% felt that the staff was knowledgeable and competent.

In their role as sponsors, HORTEDBC employers ranked the contribution that apprentices make to their businesses as the most important. Overall, 95% of HORTEDBC employers believe that apprentices make an important contribution to their businesses.

The majority of HORTEDBC employers (75%) ranked the usefulness of the skills and knowledge that apprentices learn during their technical training as the most important aspect of the apprenticeship technical training. The timing and location of the technical training was ranked as the second most important aspect. 84% of HORTEDBC employers were satisfied with the usefulness of skills and knowledge acquired by apprentices through their technical training program, in preparing them for the workplace. 82% were satisfied with the timing and location of technical training.

## Stakeholder Awareness

### SAI Score

The 2007 SAI score for HORTEDBC apprentices is 73, which falls just one point below the overall average apprentices' score of 74.

The 2007 SAI score for HORTEDBC employers is 69, seven points below the overall average employers' SAI score. However, this score is two points higher than the 2006 SAI score for HORTEDBC employers, which was 67.

Figure 38: Satisfaction vs. Importance for HORTEDBC Employers

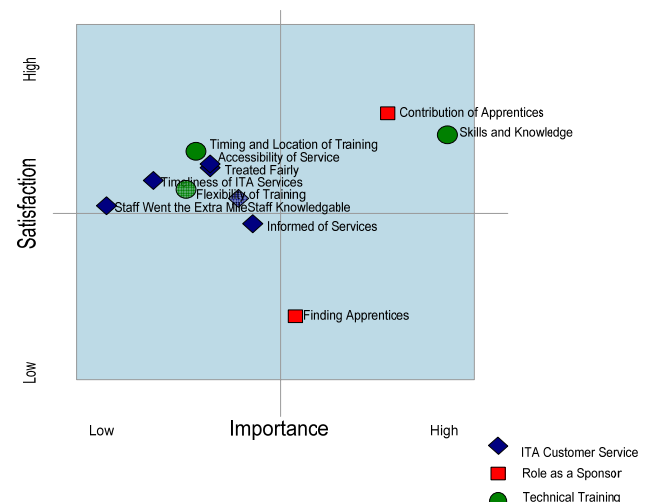
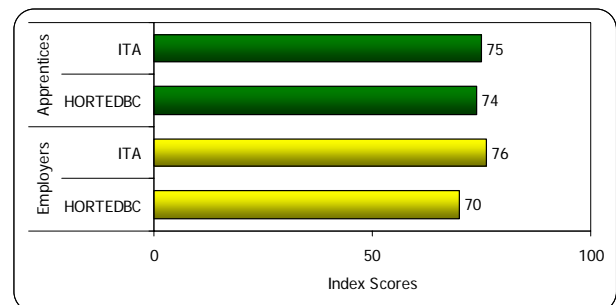


Figure 39: Stakeholder Awareness Index Scores for HORTEDBC Apprentices and Employers



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>92% understand the requirements for completing their technical training programs</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>74%<sup>9</sup> are aware of their roles and responsibilities as a sponsor</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>69% are aware of the role and mandate of the ITA</li> <li>72% know how to get information about the ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>61% are aware of the role and mandate of the ITA</li> <li>67% are aware that the ITA is mandated to ensure industry leadership</li> </ul>

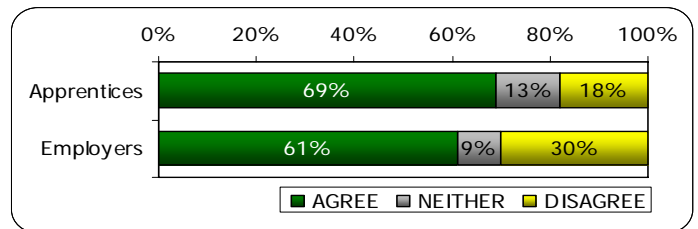
<sup>9</sup> 74% falls within one standard deviation away from the average; but is the highest attribute rewarded.

# ITO PROFILES – HORTEDBC

## Awareness of ITA

Overall, a moderate majority of HORTEDBC apprentices and employers are aware of the role and mandate of the ITA. HORTEDBC awareness levels for apprentices are 69% which is identical to the overall apprentice score. The HORTEDBC awareness level for employers is 61% which is slightly lower than the overall employers score of 68.

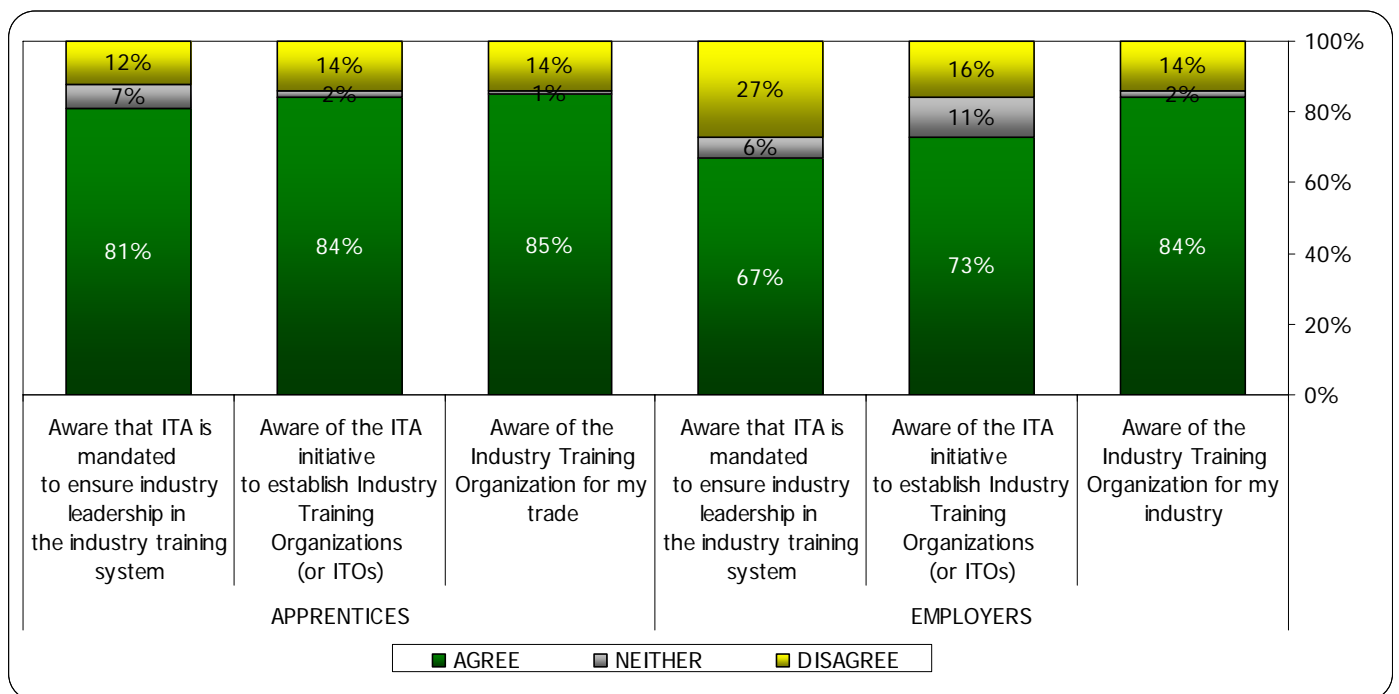
Figure 40: HORTEDBC Apprentices and Employers' awareness of ITA, in general



## Awareness of ITA Mandate and Initiative

HORTEDBC apprentices' levels of awareness are identical to the overall apprentice awareness levels, while HORTEDBC employers' levels of awareness fall just below overall employer awareness levels but still with the margin of error.

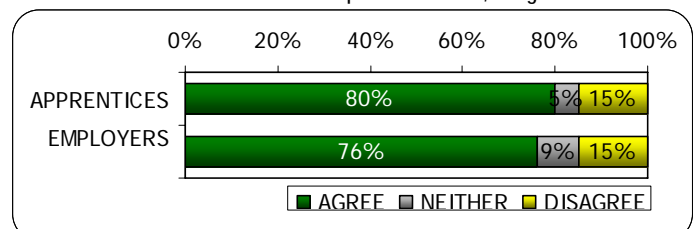
Figure 41: HORTEDBC Apprentices' and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, 80% of HORTEDBC apprentices are aware of the roles and responsibilities, which falls below the average apprentice score of 86%. HORTEDBC employers' scored a 76% awareness of their roles and responsibilities, which is also below the average employer's score of 86%.

Figure 42: HORTEDBC Apprentices' and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – ICI

## Introduction

The Industrial Commercial Institution (ICI) was officially sanctioned as an ITO by the ITA on November 1, 2006. The responsibilities of the ICI ITO reflect the roles and responsibilities of the ITA as presented in the 2007/08 – 2009/10 Service Plan. The ICI oversees the creation of the right skilled workforce for the right employment for the right industry standard on a timely basis.

ICI is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following trades are examples of those which fall within ICI's mandate at the time of the administration of the 2007 *Customer Satisfaction and Stakeholder Awareness Survey*:

- ▀ Architectural Sheet Metal
- ▀ Bricklayer

## Sample

Based on information from AIMS in December 2006, the approximate population of the ICI stakeholder group is 4,273 employers and 18,631 apprentices. Of this population, the actual sample surveyed was 250 employers, and 300 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population. The overall margin of error for ICI apprentices and employers is 5.6% and 6.0% respectively.

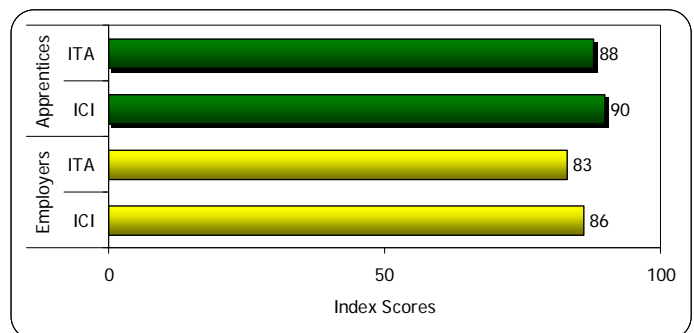
## Customer Satisfaction

### CSI Score

The 2007 CSI score is 90 for ICI apprentices. This is two points higher than the overall CSI apprentice score.

The CSI score for ICI employers in 2007 is 86. This score is three points above the overall employer CSI score indicating that ICI has a high level of customer satisfaction.

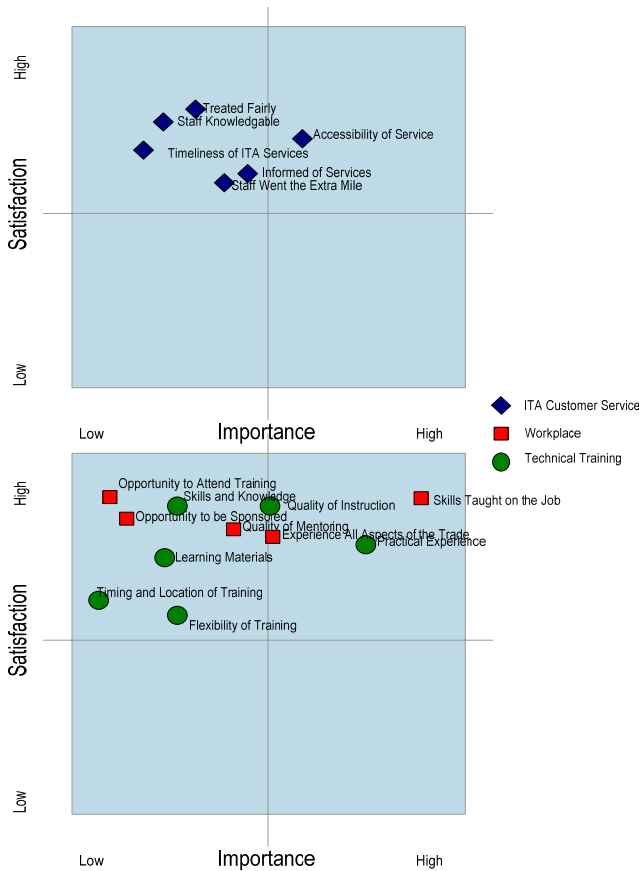
Figure 43: Customer Satisfaction Index Scores for ICI Apprentices and Employers



Apprentices	Employers
<u>Strengths</u> <ul style="list-style-type: none"> <li>95% are satisfied with the quality of instruction they received</li> <li>93% are satisfied with their workplace training experience</li> </ul>	<u>Strengths</u> <ul style="list-style-type: none"> <li>93% are satisfied with the experience of being a sponsor</li> <li>97% believe that apprentices make a positive contribution to their businesses</li> </ul>
<u>Areas for Improvement</u> <ul style="list-style-type: none"> <li>66% are satisfied with the availability of flexible technical training options</li> <li>68% feel that the staff at ITA went the extra-mile</li> </ul>	<u>Areas for Improvement</u> <ul style="list-style-type: none"> <li>53% are satisfied with the availability of flexible technical training options for</li> <li>42% feel that it is easy to find apprentices</li> </ul>

# ITO PROFILES – ICI

Figure 44: Satisfaction vs. Importance for ICI Apprentices



## Apprentices

Overall, ICI apprentices rate the accessibility of service as the most important aspect of ITA Customer Service. Being informed of everything necessary to get service from the ITA was the second most important aspect of ITA's Customer Service. Overall, 82% of ICI apprentices were satisfied with the accessibility of service and 76% were satisfied with being informed by the ITA.

Skills taught on the job were ranked as the most important aspect of workplace training by ICI apprentices. The second most important aspect of workplace training is the opportunities to experience all aspects of the trade. 89% of ICI apprentices were satisfied with the skills taught on the job during the workplace training and 81% were satisfied with the opportunity to experience all aspects of the trade.

The amount of practical experience during the technical training portion of the program was rated as the most important aspect, according to ICI apprentices. The second most important aspect was found to be the quality of instruction that they received. Overall, 85% of ICI apprentices were satisfied with the amount of practical experience that they received, and 95% were satisfied with the quality of instruction they received.

# ITO PROFILES – ICI

## Employers

The knowledge and competence of the ITA Customer Service staff was rated as the most important aspect of customer service by ITA employers. Accessibility of services was rated as the second most important aspect of customer service by ICI employers. Overall, 81% of ICI employers were satisfied with the knowledge and competence of the ITA Customer Service staff, and 80% of ICI employers were satisfied with the accessibility of service.

The most important aspect of role as a sponsor is the contribution that apprentices make to their businesses, and a large majority, 97%, are satisfied with the contribution made to business.

Over half of all ICI employers believe that the usefulness of the skills and knowledge is the most important aspect of the technical training portion of the training program. The second most important aspect is the availability of flexible options for apprentices. ICI employers are satisfied with the usefulness of the skills and knowledge learned through technical training (79%) and 53% were satisfied with the availability of flexible options.

Figure 45: Satisfaction vs. Importance for ICI Employers



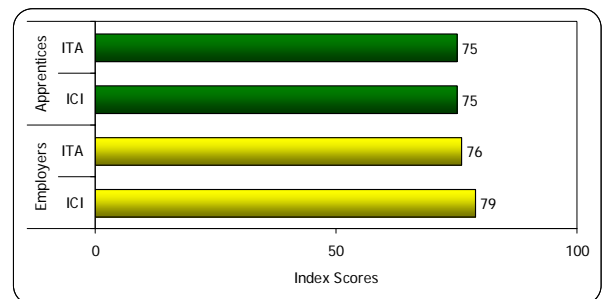
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for the ICI apprentices is 75. The ICI apprentices' score is identical to the overall apprentices' CSI score.

The SAI score for ICI employers is 79, which is three points above the overall employer SAI score. This score also shows an increase of seven points from the 2006 ICI SAI score.

Figure 46: Stakeholder Awareness Index for ICI apprentices and employers



Apprentices	Employers <sup>10</sup>
<b>Strengths</b> <ul style="list-style-type: none"> <li>91% are aware that they are responsible for registering themselves for technical training</li> </ul>	<b>Strengths</b> <ul style="list-style-type: none"> <li>83% are aware of their roles and responsibilities as a sponsor</li> </ul>
<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>70% are aware of the role and mandate of the ITA.</li> </ul>	<b>Areas for Improvement</b> <ul style="list-style-type: none"> <li>72% are aware of the ITA initiative to establish Industry Training Organizations</li> </ul>

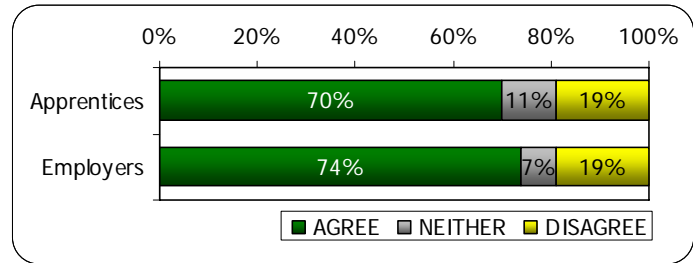
<sup>10</sup> 83% and 72% fall within one standard deviation away from the average; but they are the highest and lowest attribute rewarded

# ITO PROFILES – ICI

## Awareness of ITA

Overall, a moderate majority of ICI apprentices and employers are aware of the role and mandate of the ITA. ICI awareness levels for apprentices are slightly above the overall ITA awareness levels for apprentices (69%). In addition the ICI awareness level for employers (74%) is above the overall ITA score for employers (68%).

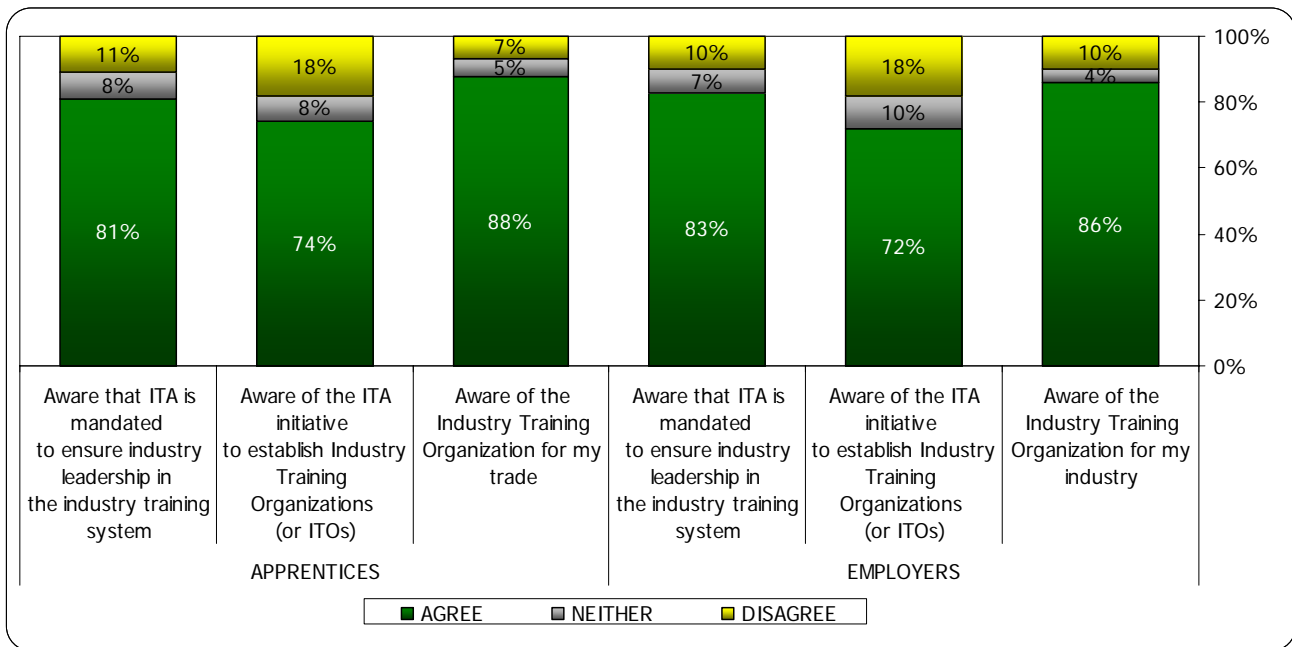
Figure 47: ICI Apprentice and Employers' awareness of ITA, in general



## Awareness of ITA Mandate and Initiative

The majority of ICI apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system. Just under three quarters of ICI apprentices are aware of the ITA initiative to work toward sector-oriented ITOs, and more than three quarters are aware of the ITO for their trade. While only 72% of ICI employers are aware of the ITA initiative, 86% are aware of the ITO for their trade and 83% are aware that the ITA is mandated to ensure industry leadership.

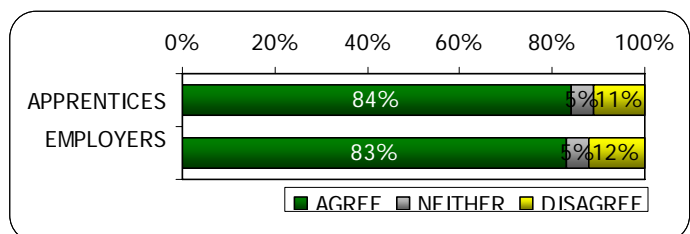
Figure 48: ICI Apprentice and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, both ICI apprentices and employers are aware of their respective roles and responsibilities in the industry training system. These levels of awareness are very similar to the overall ITA score for apprentice and employer awareness of role and responsibility (86 for both stakeholder groups).

Figure 49: ICI Apprentice and Employer's awareness of roles and responsibilities, in general



# ITO PROFILES – MARINE

## Introduction

The Marine ITO is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. The proposed role of Marine ITO will be to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers.

The Marine ITO will be accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following is a list of these programs:

- ▶ Inboard/Outboard Mechanic
- ▶ Marine Repair Technician
- ▶ Outdoor Power Equipment Technician
- ▶ Recreation Vehicle Service Technician Sample

Based on information from AIMS the approximate population of the Marine stakeholder group is 128 employers and 316 apprentices. Of this population, the actual sample surveyed was 75 employers, and 100 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

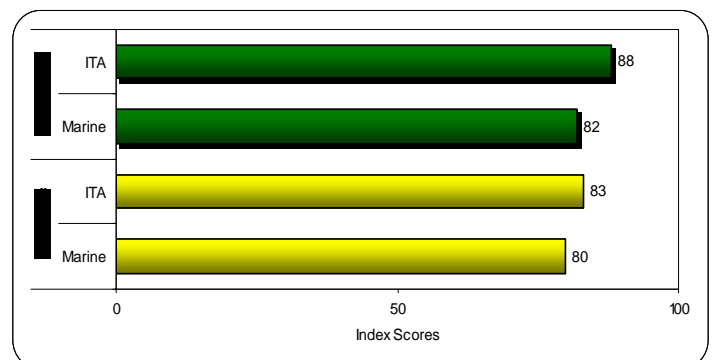
## Customer Satisfaction

### CSI Score

The CSI score for Marine apprentices is 82, six points below the overall apprentice score. Although there is no score to compare to last year, this is the second lowest CSI score among apprentices.

The CSI score for Marine employers is 80, which is three points below the overall employers' score.

Figure 50: Customer Satisfaction Index Scores for Marine

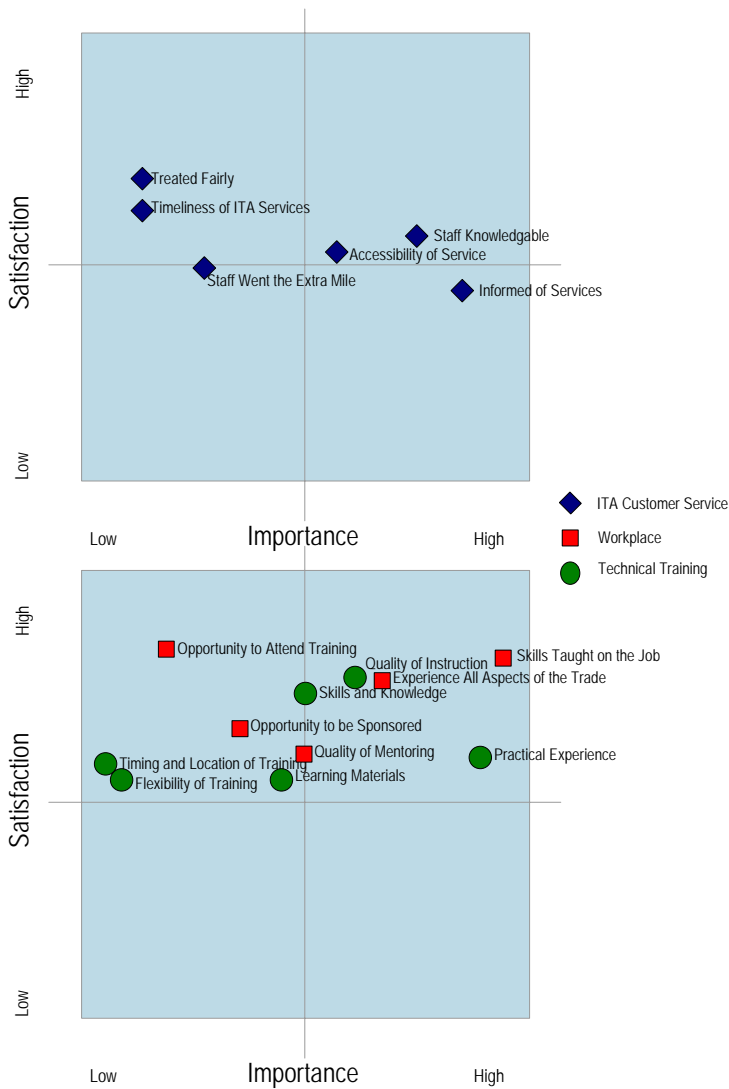


Apprentices	Employers
<p><u>Strengths<sup>11</sup></u></p> <ul style="list-style-type: none"> <li>• 84% are satisfied with the quality of instruction they receive</li> <li>• 85% are satisfied with their workplace training experience</li> </ul>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• 97% believe that apprentices make a positive contribution to my business</li> </ul>
<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>• 54% are satisfied with the availability of flexible technical training options (e.g. online learning, night classes, etc.)</li> <li>• 60% felt that the ITA staff went the extra-mile</li> </ul>	<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>• 16% feel that it is easy to find apprentices</li> <li>• 39% are satisfied with the availability of flexible technical training options for apprentices</li> </ul>

<sup>11</sup> 84% and 85% fall within one standard deviation away from the average; but they are the highest attributes rewarded.

# ITO Profiles – Marine

Figure 51: Satisfaction vs. Importance for Marine Apprentices



## Apprentices

The two most important aspects of customer service for Marine apprentices are being informed of services and a competent and knowledgeable staff. Marine apprentices claimed to be satisfied with being informed of services (68%), and 73% of them were satisfied with the knowledge of the staff.

Marine apprentices reported that the skills taught on the job and experiencing all aspects of the trade were the most important aspects of the workplace. Marine apprentices were satisfied with the skills taught on the job (82%), and 80% of them were satisfied with the opportunity to experience all aspects of the trade.

Practical experience and the quality of instruction were the two most important aspects of technical training for Marine apprentices. Marine apprentices were satisfied with the amount of practical experience which they received during the in-school portion of the training (71%), and 84% of them were satisfied with the quality of instruction which they received.

# ITO Profiles – Marine

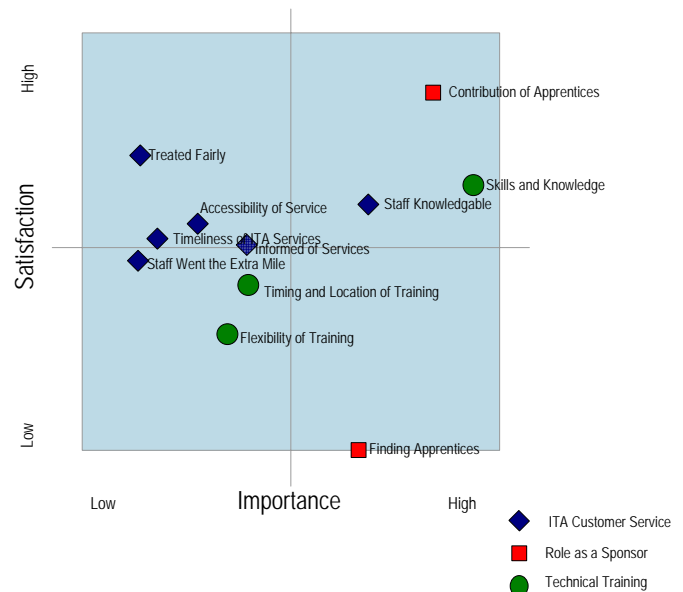
## Employers

Marine employers felt that a competent and knowledgeable staff and being informed of services were the most important aspects of customer service. 76% of Marine employers were satisfied with the knowledge of staff, and 67% of them were satisfied with being informed of services.

The contribution of apprentices was the most important aspect of Marine employers' role as a sponsor, and 97% of Marine employers were satisfied with the contribution which apprentices provided to their business.

Marine employers reported that the skills and knowledge that apprentices learn through their technical training program, and the timing and location of training were the most important aspects of technical training. 76% of employers were satisfied with the skills and knowledge that apprentices learn, and 68% of employers were satisfied with the timing and location of technical training.

Figure 52: Satisfaction vs. Importance for Marine Employers



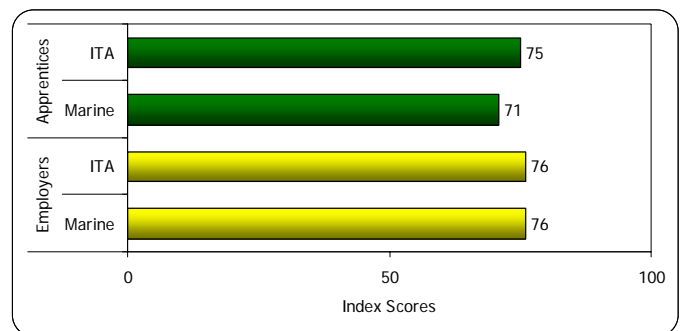
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for Marine apprentices is 71, the lowest among ITOs. This score is four points below the overall SAI score for apprentices.

The 2007 SAI score for Marine employers is 76. This score is identical to the overall ITA Stakeholder Awareness Index score.

Figure 53: Stakeholder Awareness Index Scores for Marine



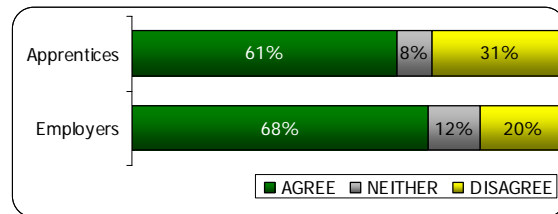
Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>90% know that they are responsible for registering themselves for technical training</li> <li>90% understand the requirements for completing their technical training program</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>89% are aware of their roles and responsibilities as a sponsor in the BC industry training system</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>61% are aware of the role and mandate of the ITA</li> <li>66% know how to get information about ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>68% are aware of the role and mandate of the ITA</li> <li>70% are aware how to get information about ITA and its programs</li> </ul>

# ITO Profiles – Marine

## Awareness of ITA

Overall, a modest majority of Marine apprentices and employers have an awareness of the ITA. While apprentice's scores fall eight points below the overall average (69), employers remain constant with the overall scores for employers (68).

Figure 54: Marine Apprentices' and Employers' awareness of ITA, in general



## Awareness of the ITA Mandate and Initiative

The majority of Marine apprentices' and employers' are aware of the ITA's initiative and mandate; however, the apprentices' scores fall below the overall average for both questions (12 points on industry leadership, and six points on the initiative to establish ITOs). Employers' score also fell six points below the overall average for awareness of ensuring industry leadership; however, it rose five points for their awareness of the initiative to establish ITOs.

Figure 55: Marine Apprentices and Employers' awareness of ITA mandate and initiatives

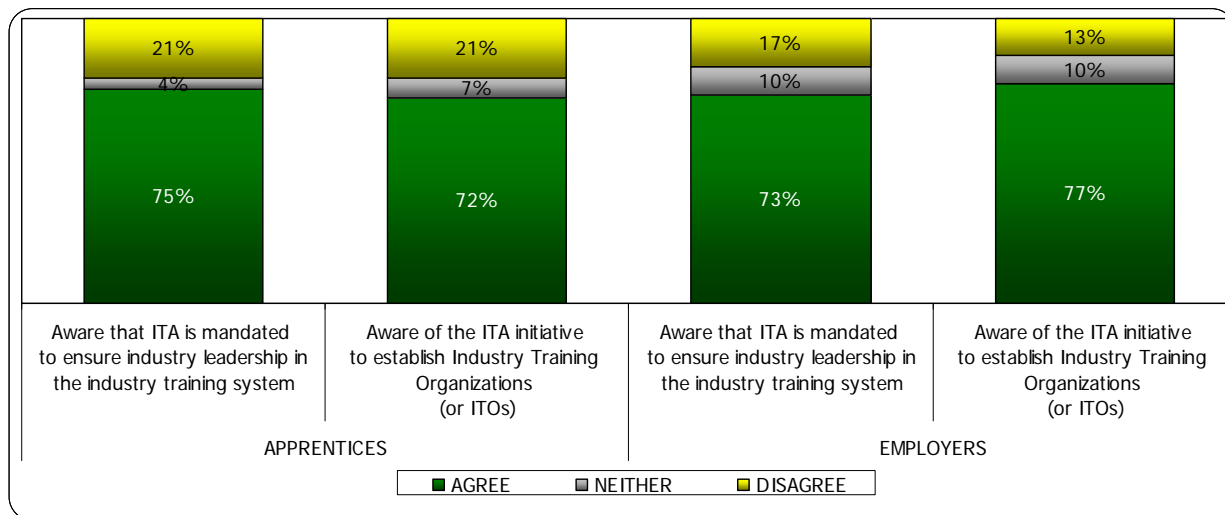
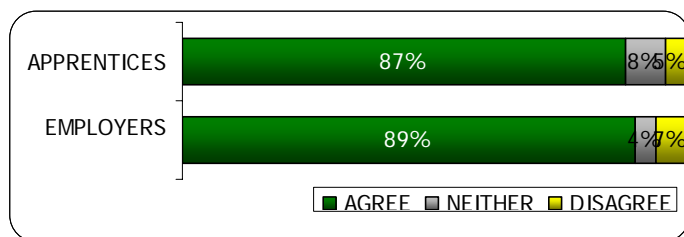


Figure 56: Marine Apprentices' and Employers' awareness of roles and responsibilities, in general

## Awareness of Roles and Responsibilities

Overall, both Marine apprentices and employers are aware of their respective roles and responsibilities in the industry training system. These levels of awareness only differ slightly from the overall ITA score for apprentice and employer awareness of role and responsibility (86 for both stakeholder groups).



# ITO PROFILES – RCITO

## Introduction

The Residential Construction Industry Training Organization (RCITO) is sanctioned by the ITA to promote, develop, coordinate and manage the delivery of effective and efficient industry training and trades qualifications in the BC residential construction industry. The RCITO defines industry training needs, sets industry training and occupational standards, measures industry training results, and directly interfaces with other construction organizations and public, private and K-12 training providers. The RCITO is working toward establishing an integrated and sustainable BC residential construction industry training system and outcomes which effectively match the supply of and demand for skilled workers and support industry growth.

RCITO is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following are some examples of these programs:

- ▶ Log Builder
- ▶ Residential Building Maintenance Worker
- ▶ Residential Construction Framing Technician
- ▶ Residential Steep Roofer

## Sample

Based on information from AIMS the approximate population of the RCITO stakeholder group is 36 employers, and 887 apprentices. Of this population, the actual sample surveyed was 25 employers, and 150 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey.

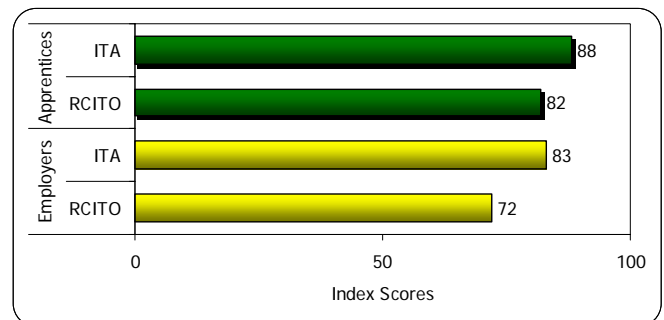
## Customer Satisfaction

### CSI Score

The 2007 CSI score for RCITO apprentices is 82. This score is six points below the overall ITA score of 88.

The RCITO employers' CSI score in 2007 is 72, which is below the overall ITA's CSI score of 83. However, the CSI score for RCITO employers has risen three points since 2006, indicating slightly higher customer satisfaction.

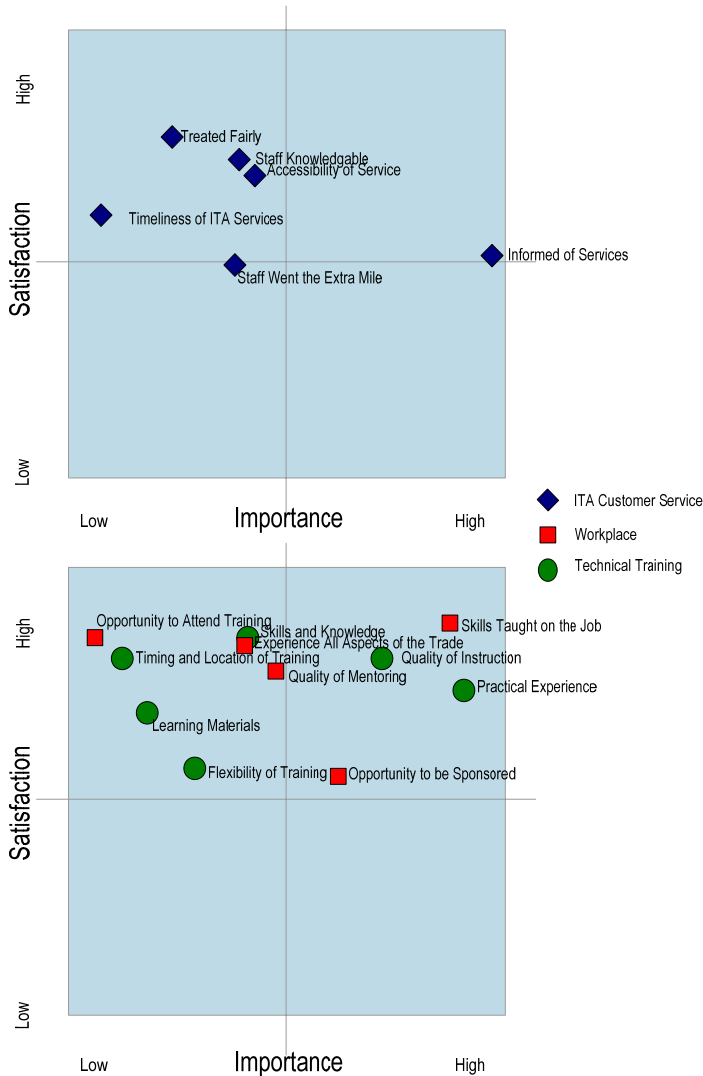
Figure 57: Customer Satisfaction Index Scores for RCITO



Apprentices	Employers
<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>89% are satisfied with the usefulness of the skills and knowledge that were learned through the technical training program</li> <li>88% are satisfied with the timing and location of technical training</li> </ul>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>100% believe that apprentices make a positive contribution to their business</li> </ul>
<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>66% are satisfied with the availability of flexible technical training options</li> <li>58% are satisfied with finding potential employers to sponsor an apprentice</li> </ul>	<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>27% believe that it is easy to find apprentices</li> <li>48% feel that it is easy to register an apprentice</li> </ul>

# ITO PROFILES – RCITO

Figure 58: Satisfaction vs. Importance for RCITO Apprentices



## Apprentices

Informed of services was ranked as the most important aspect of customer service by RCITO apprentices. The accessibility of ITA Customer Service was ranked as the second most important aspect by RCITO apprentices. Overall, 68% of RCITO apprentices were satisfied that they were informed of everything they had to do to get service from the ITA, and 76% of apprentices were satisfied with the accessibility of service.

Skills taught on the job was the number one most important aspect of workplace training, according to RCITO apprentices. Finding potential employers was ranked as the second most important aspect of workplace training. 88% of RCITO apprentices were satisfied with the skills taught on the job through their workplace training, and 66% were satisfied with finding potential employers to sponsor them.

As a whole, RCITO apprentices reported that the amount of practical experience was the most important aspect of the technical training experience. The second most important aspect of the technical training experience was the quality of instruction received. 80% of RCITO apprentices were satisfied with the amount of practical experience they received during their technical training and 87% were satisfied with the quality of instruction that they receive.

# ITO PROFILES – RCITO

## Employers

Knowledge and competence of the ITA Customer Service staff was ranked as the most important aspect of customer service by RCITO employers and accessibility of service and being informed of services tied for the second most important aspects of customer service. Overall, 71% of RCITO employers were satisfied with the knowledge and competence of the ITA Customer Service staff and 50% were satisfied with the accessibility of services.

As sponsors, the majority of RCITO employers felt that the contribution of apprentices to their businesses was the most important aspect. 100% of RCITO employers reported being satisfied with the contribution that apprentices make to their businesses.

Usefulness of skills and knowledge apprentices learn through their workplace technical training program was ranked as the most important aspect of the technical training by RCITO employers and the availability of flexible options for training was ranked as the second most important aspect. Overall, 78% of RCITO employers were satisfied with the usefulness of the skills and knowledge learned by apprentices and 60% were satisfied with the availability of flexible options for training.

## Stakeholder Awareness

### SAI Score

The 2007 RCITO apprentices SAI score is 68, which falls below the overall ITA SAI score of 75.

The 2007 RCITO employers SAI score is 72, which is below the overall ITA SAI score of 76. The 2007 SAI score has fallen five points since last year when RCITO employers had an SAI score of 77.

Figure 59: Satisfaction vs. Importance for RCITO Employers

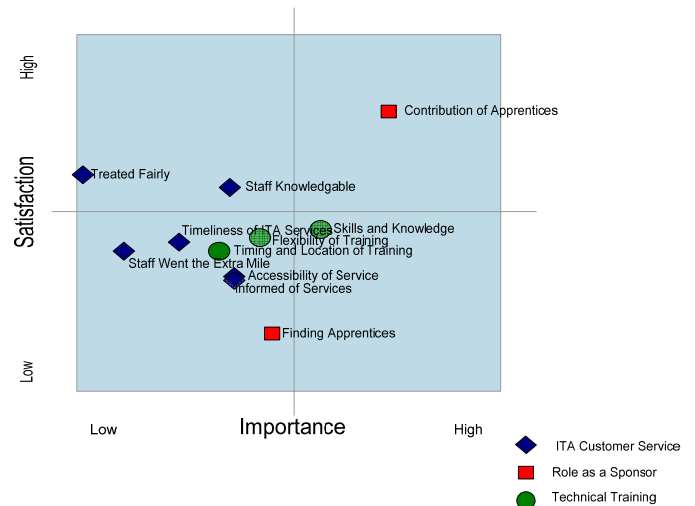
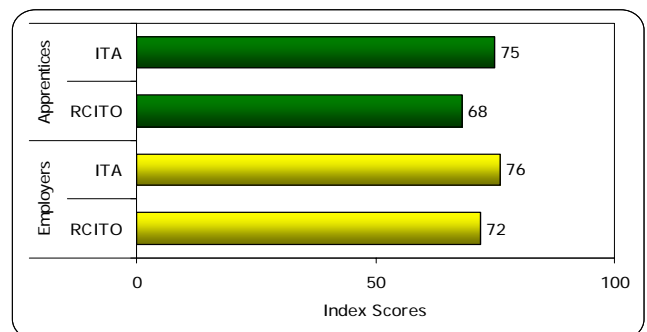


Figure 60: Stakeholder Awareness Index Scores for RCITO



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>90% are aware that they are responsible for registering themselves for technical training<sup>12</sup></li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>81% are aware of their roles and responsibilities as a sponsor<sup>1</sup></li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>66% are aware of the role and mandate of the ITA</li> <li>65% know how to get information about ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>68% are aware of the role and mandate of the ITA</li> <li>65% know how to get information about ITA and its programs</li> </ul>

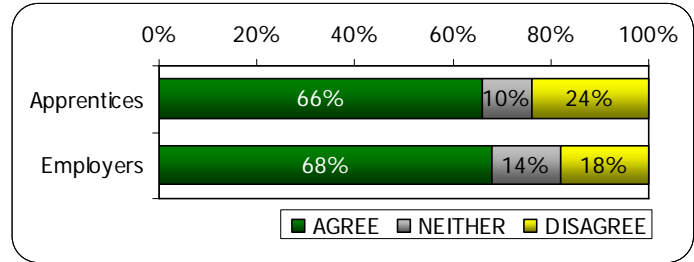
<sup>12</sup> 86% and 74% fall within one standard deviation away from the average; but it is the highest attribute rewarded.

# ITO PROFILES – RCITO

## Awareness of ITA

Overall, a majority of RCITO apprentices (66%) are aware of the role and mandate of the ITA. This score is slightly below the overall ITA apprentice score of 69%. RCITO employers are aware of the ITA's roles and mandate (68%). This score is identical to the overall employer score.

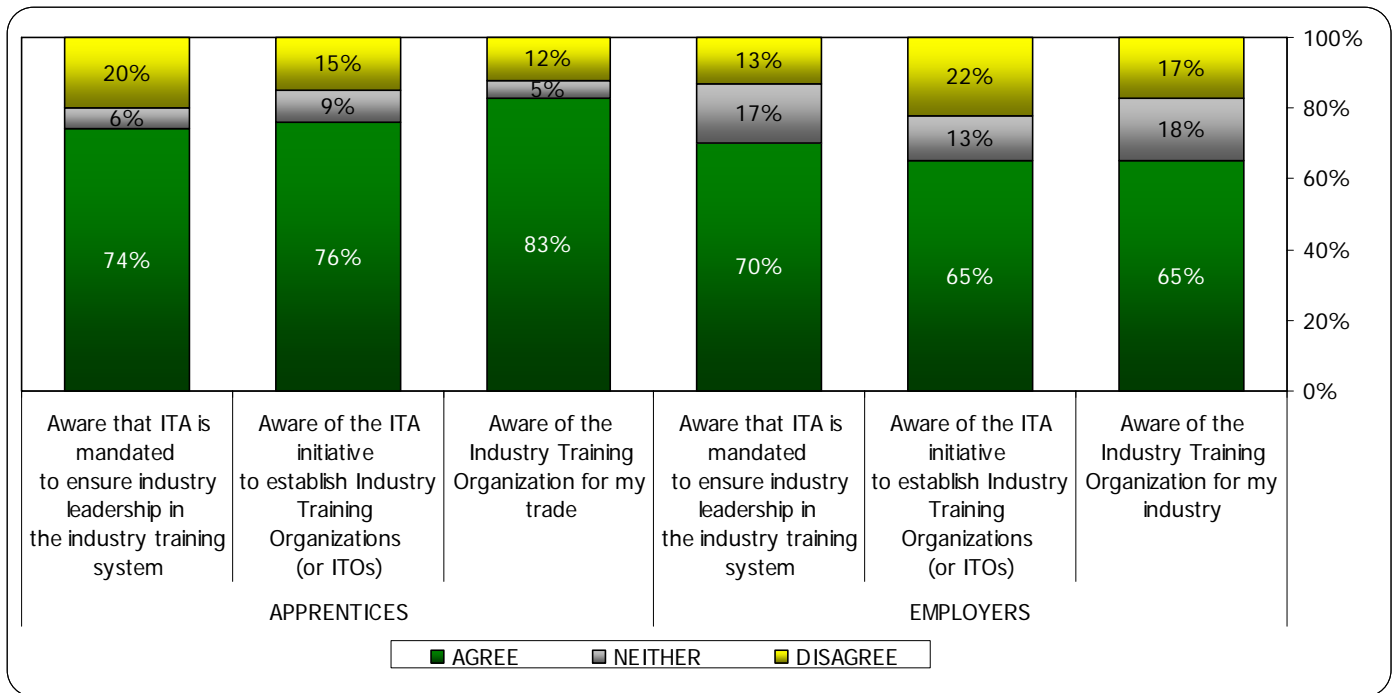
Figure 61: RCITO Apprentices and Employers' awareness of ITA, in general



## Awareness of ITA Mandate and Initiative

More than three quarters of RCITO apprentices are aware of the ITA initiative to work toward sector-oriented ITOs, and are aware of the ITO for their trade. However, 65% of RCITO employers are aware of the ITA initiative, the same percentage (65%) are aware of the ITO for their trade.

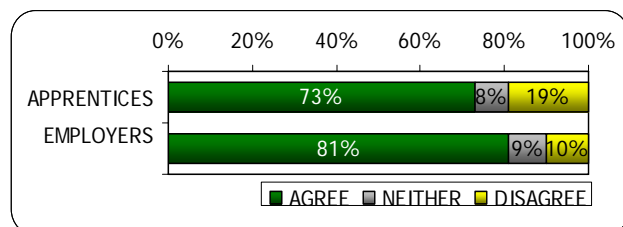
Figure 62: RCITO Apprentices and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, both RCITO apprentices and employers are aware of their respective roles and responsibilities in the industry training system. This level of awareness is slightly lower than the overall ITA score for apprentice and employer awareness of role and responsibility (86 for both stakeholder groups).

Figure 63: RCITO Apprentices and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – RESOURCE

## Introduction

The Resource Industry Training Organization (RITO) is an ITA sanctioned Industry Training Organization. The mandate of the RITO is to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers. The RITO has assumed responsibility for training programs of particular relevance to a cross-section of employers made up of large enterprises in the mining and smelting, oil and gas, pulp and paper, and solid wood sectors.

RITO is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following is a list of these programs:

- ▶ Power Line Technician
- ▶ Industrial Instrument Mechanic
- ▶ Machinist
- ▶ Oil and Gas Rig Technician
- ▶ Millwright
- ▶ Planermill Maintenance Technician

## Sample

Based on information from AIMS the approximate population of the RITO stakeholder group is 3,560 apprentices and 699 employers. Of this population, the actual sample surveyed was 200 apprentices, and 150 employers. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

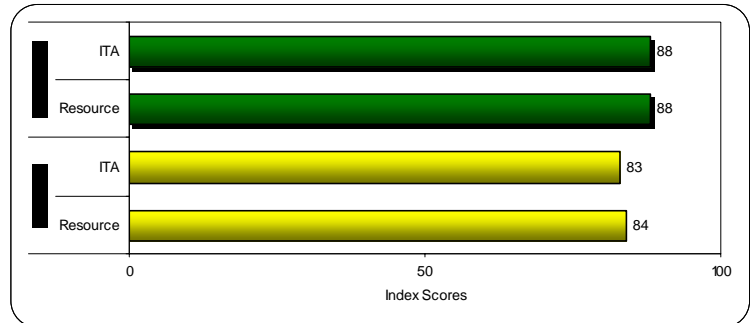
## Customer Satisfaction

### CSI Score

The 2007 CSI score for RITO apprentices is 88, which is identical to the overall ITA apprentice CSI score.

The 2007 CSI score for RITO employers is 84. This is slightly higher than the overall employers score of 83. Since this is a new ITO, the scores are not comparable to last year.

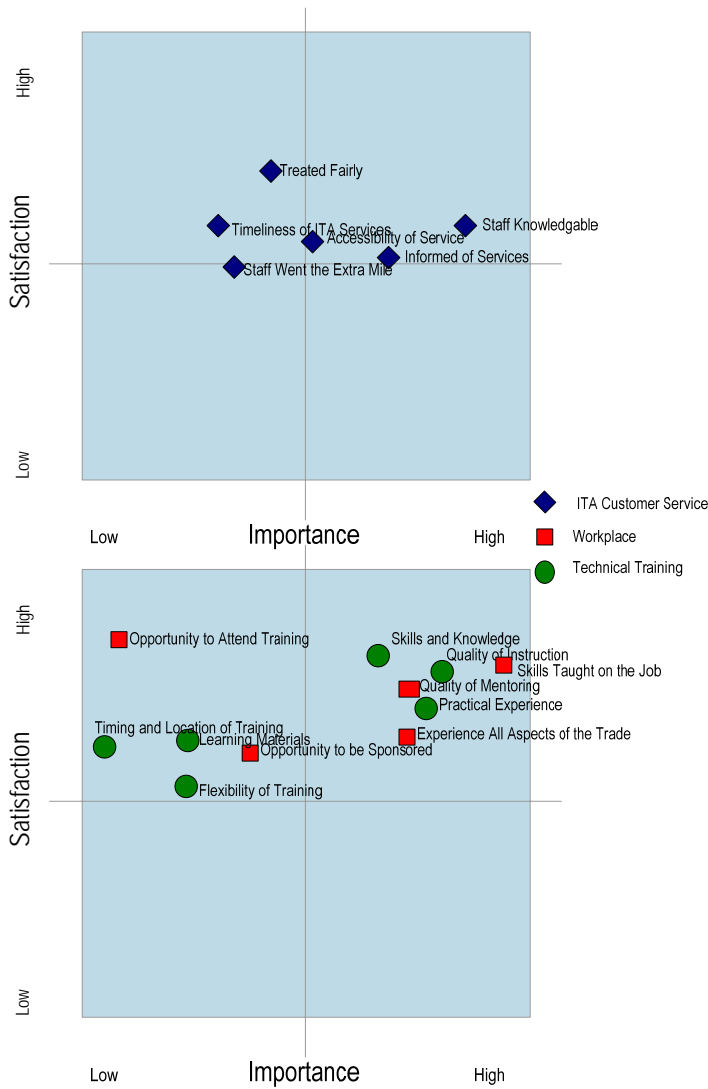
Figure 64: Customer Satisfaction Index Scores for RITO



Apprentices	Employers
<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>91% are satisfied with the technical training experience</li> <li>92% are satisfied with their workplace training experience</li> </ul>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>93% believe that apprentices make a positive contribution to their business</li> <li>90% believe they were treated fairly</li> </ul>
<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>67% are satisfied with the availability of flexible technical training options</li> <li>60% feel that the ITA staff went the extra-mile</li> </ul>	<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> <li>50% are satisfied with the availability of flexible technical training options</li> </ul>

# ITO PROFILES – RESOURCE

Figure 65: Satisfaction vs. Importance for RITO Apprentices



## Apprentices

RITO apprentices felt that the knowledge and competence of the ITA Customer Service staff was the most important aspect of customer service. The second most important aspect of ITA Customer Service was being informed of everything necessary to get service from the ITA. Overall, 76% of RITO apprentices were satisfied with the knowledge and competence of the ITA staff, and 68% were satisfied with being informed of services.

Skills taught on the job were the most important aspect of the workplace training experience, according to RITO apprentices, and the quality of teaching and the opportunity to experience all aspects of the trade were ranked as the second most important aspects of workplace training. Overall, 87% of RITO apprentices were satisfied with the skills they were taught on the job during their workplace training and 75% were satisfied with the opportunity to experience all aspects of the trade.

As a group, RITO apprentices ranked the quality of instruction as the most important aspect of their technical training. The second most important aspect of the technical training experience was the amount of practical experience the apprentices received. Overall, 87% of RITO apprentices were satisfied with the quality of instruction they received and 82% were satisfied with amount of practical experience which apprentices receive.

# ITO PROFILES – RESOURCE

## Employers

RITO employers ranked knowledge and competence of the ITA Customer Service staff as the most important aspect of ITA Customer Service. Accessibility of services was ranked as the second most important aspect of customer service by RITO employers. Overall, 78% of RITO employers were satisfied with the knowledge and competence of the ITA Customer Service staff and 79% were satisfied with the accessibility of services.

In the role as sponsor, the majority of RITO employers, 73%, rated the contribution that apprentices make to their businesses as the most important aspect. Overall, 93% of RITO employers are satisfied with apprentices' contribution to business.

RITO employers rated the usefulness of skills and knowledge in the workplace as the most important aspect of apprentice's technical training, and the availability of flexible options as the second most important aspect of apprentice's technical training. Overall, 83% of RITO employers were satisfied with the usefulness of skills and knowledge learned during the technical training portion of the apprentice's education and 50% were satisfied with the availability of flexible options.

## Stakeholder Awareness

### SAI Score

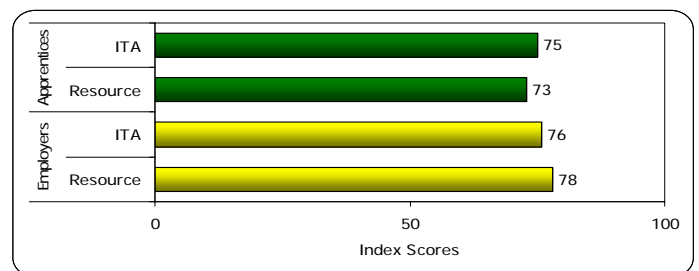
The 2007 SAI score for RITO apprentices is 73. This is two points lower than the overall apprentice score of 75.

The 2007 SAI score for RITO employers is 78. This is two points above the overall SAI score for employers of 76.

Figure 66: Satisfaction vs. Importance for RITO Employers



Figure 67: Stakeholder Awareness Index for RITO



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>93% are aware of the responsibility for registering themselves for technical training</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>86%<sup>13</sup> aware of their role and responsibilities as a sponsor in the BC industry training system</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>61% are aware of the role and mandate of the ITA</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>67% are aware of the role and mandate of the ITA</li> </ul>

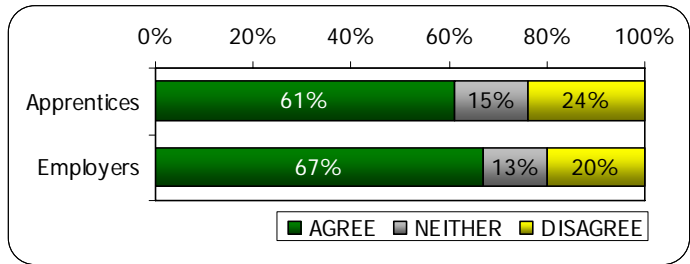
<sup>13</sup> 86% falls within one standard deviation away from the average; but it is the highest attribute rewarded.

# ITO PROFILES – RESOURCE

## Awareness of ITA

Overall, 61% of RITO apprentices are aware of the role and mandate of the ITA. This score is below the overall apprentice awareness score of 68%. As a whole, 67% of RITO employers are aware of the role and mandate of the ITA, which is below the overall employer awareness level of 68%.

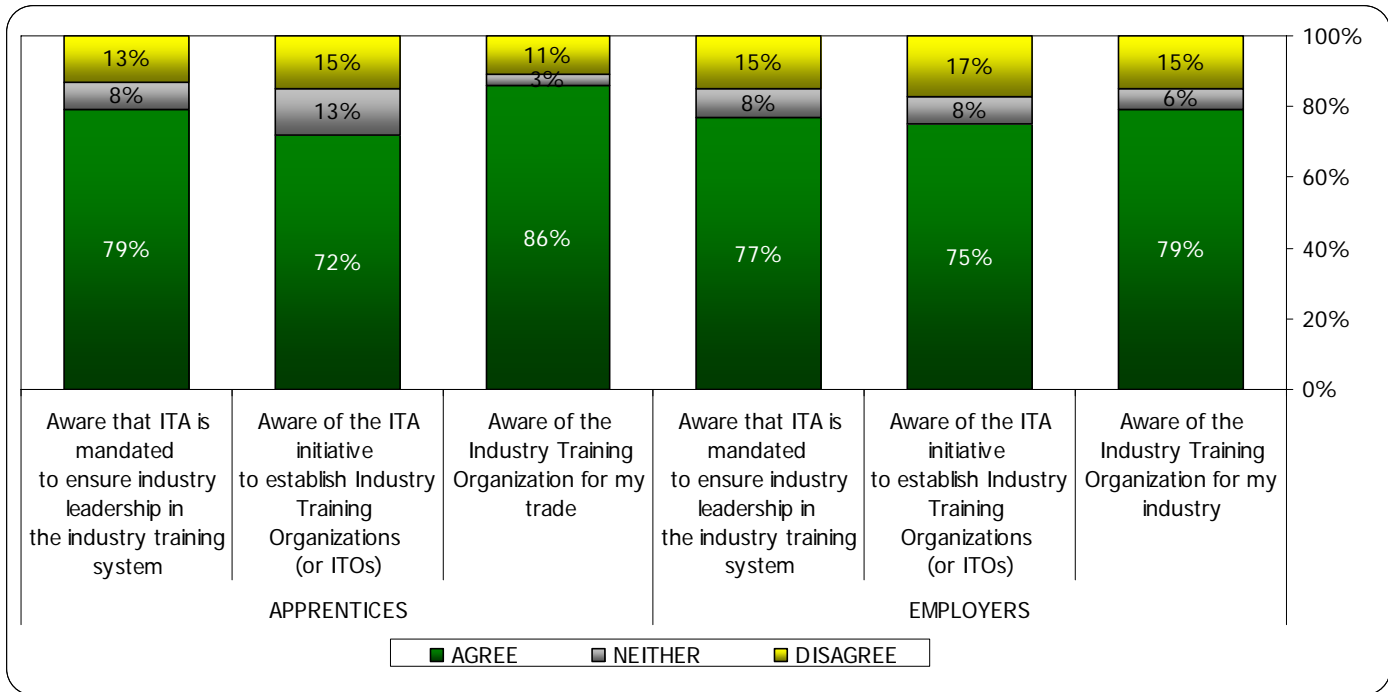
Figure 68: Awareness of Role and Mandate for RITO



## Awareness of the ITA Mandate and Initiative

Just over 70% of RITO apprentices are aware of the ITA initiative to establish ITOs, and slightly more than eight in ten are aware of the ITO for their trade. While only 75% of RITO employers are aware of the ITA initiative, just under eight in ten are aware of the ITO for their trade.

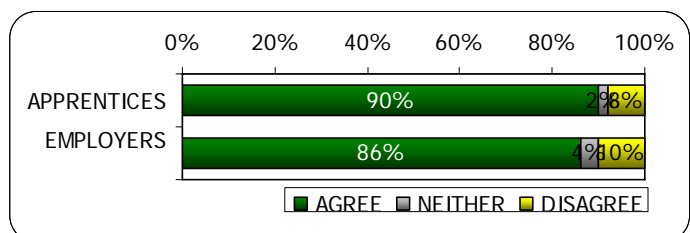
Figure 69: RITO Apprentice and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, both RITO apprentices and employers are aware of their respective roles and responsibilities in the industry training system. RITO apprentice awareness levels are higher than the overall apprentice awareness level of 86%. The overall employer awareness level and the RITO employer level are the same, 86%.

Figure 70: RITO Apprentice and Employers' awareness of roles and responsibilities, in general



# ITO PROFILES – TOURISM

## Introduction

The Tourism ITO is sanctioned by the ITA as the ITO for the tourism industry in British Columbia. Its role is to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers. The Tourism ITO’s mission is to “to be the essential resource to BC’s tourism industry for advancing strategic solutions to industry Human Resource challenges”.

Tourism is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following trades fall within Tourism’s mandate:

- ▶ Cook
- ▶ Baker
- ▶ Meatcutter

## Sample

Based on information from AIMS the approximate population of the Tourism stakeholder group is 624 employers 1,888 apprentices. Of this population, the actual sample surveyed was 120 employers, and 150 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

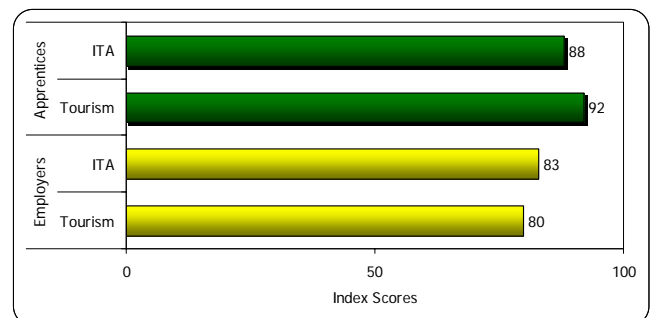
## Customer Satisfaction

### CSI Score

The CSI score for Tourism apprentices is 92. This score is six points above the apprentice average.

The CSI score for Tourism employers is 80. This score is one point below the overall average for employers but falls within the margin of error.

Figure 71: Customer Satisfaction Index Scores for Tourism

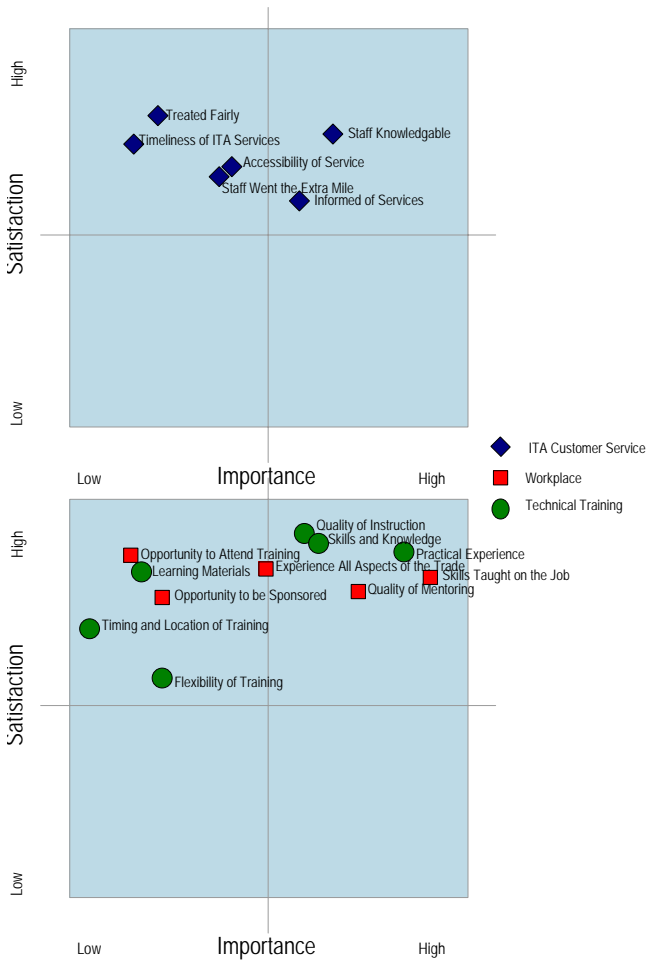


Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>95% are satisfied with the quality of instruction they receive</li> <li>95% feel they were treated fairly by ITA staff</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>90% felt that they were treated fairly by ITA staff</li> <li>94% believe that apprentices make a positive contribution to their business</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>77%<sup>14</sup> are satisfied with the availability of flexible technical training options (e.g. online learning, night classes, etc.)</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>34% feel that it is easy to find apprentices</li> <li>60% are satisfied with the availability of flexible technical training options for apprentices</li> </ul>

<sup>14</sup> 77% fall within one standard deviation away from the average; but it is the highest attribute rewarded

# ITO PROFILES – TOURISM

Figure 72: Satisfaction vs. Importance for Tourism Apprentices



## Apprentices

The most important aspects of customer service for Tourism apprentices are competence and knowledge of the ITA staff, and being informed of services. Tourism staff were satisfied with the knowledge of the staff (90%), and 79% of staff were satisfied with being informed of services.

Skills taught on the job and quality of mentoring are the two most important aspects of the workplace training. Tourism apprentices are satisfied with the skills taught on the job (89%), and 85% of Tourism apprentices are satisfied with the quality of teaching or mentoring provided.

Practical experience and skills and knowledge are the two most important aspects of technical training. Apprentices are satisfied with the practical experience during the in-school portion of the training (90%), and 91% are satisfied with the skills and knowledge which they learned during the technical training program.

# ITO PROFILES – TOURISM

## Employers

The most important aspect of customer service, according to Tourism employers, is a knowledgeable and competent staff and the accessibility of service. Tourism employers were satisfied with the knowledge of ITA staff (73%), and 72% were satisfied with the accessibility of service.

The contribution that apprentices make to business was the most important aspect of customer service for Tourism employers. Of these employers, 94% were satisfied with the contribution of apprentices.

Skills and knowledge taught to apprentices and flexibility of training are the two most important aspects of technical training for Tourism employers. Employers were satisfied with the skills and knowledge (81%), and 60% of employers were satisfied with the flexibility of training for apprentices.

Figure 73: Satisfaction vs. Importance for Tourism Employers



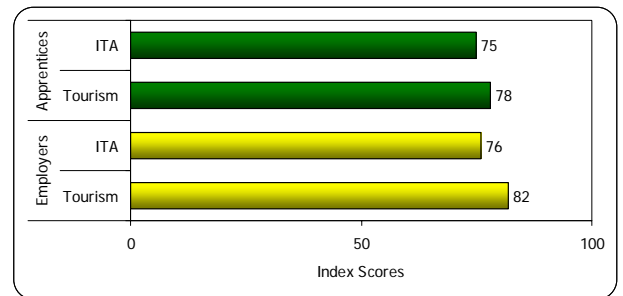
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for Tourism apprentices is 78, three points above the overall apprentice score of 75. While there is no comparable score to last year, 78 is the second highest score among the ITOs.

The 2007 SAI score for Tourism employers is 82, six points above the overall employers score. Once again, there is no comparable score to last year; however, the score is also the second highest among employers, indicating high stakeholder awareness among Tourism employers and apprentices.

Figure 74: Stakeholder Awareness Index for Tourism Apprentices and Employers, in general



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>96% know that they are responsible for registering themselves for technical training</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>88% are aware of their roles and responsibilities as a sponsor in the BC industry training system</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>70% know how to get information about ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>71% are aware of the ITA initiative to establish Industry Training Organizations</li> </ul>

# ITO PROFILES – TOURISM

## Awareness of ITA

Overall, a majority of Tourism apprentices are aware of the role and mandate of the ITA. Their scores are six points above the overall apprentice score (69), and the percentage of people who disagree is significantly lower than expected, due to high numbers of neither agree nor disagree responses.

## Awareness of ITA Mandate and Initiative

Tourism apprentices and employers' had higher scores than the overall apprentices and employers' scores on almost all of the questions regarding their awareness of ITA mandate and initiatives. The one question which Tourism fell short on was employer's awareness of the ITA initiative to establish ITOs. However, they were only one percentage point below the overall employers' average.

Figure 75: Tourism Apprentices and Employers' awareness of ITA, in general

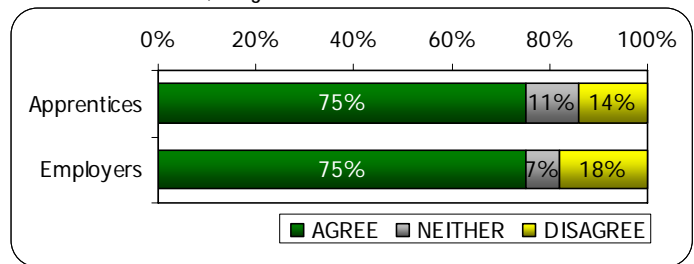
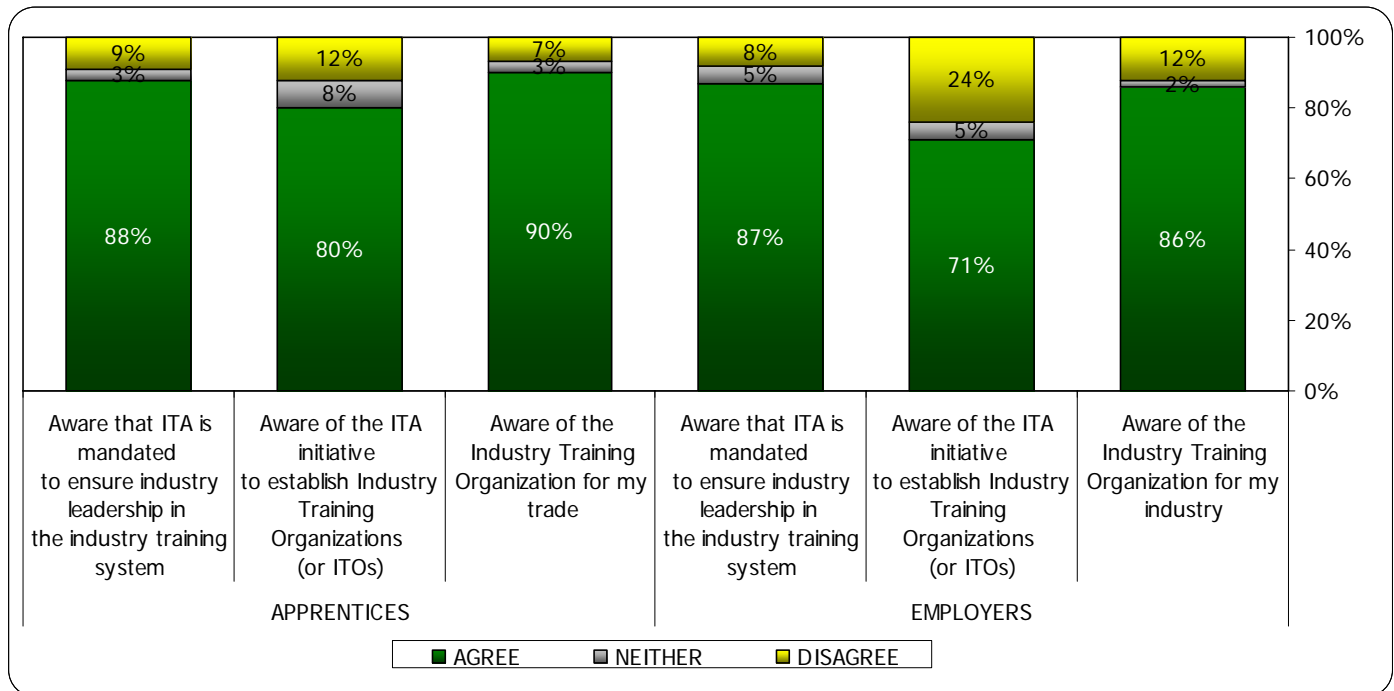


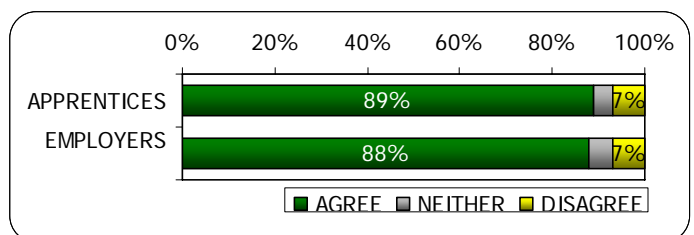
Figure 76: Tourism Apprentices and Employers' awareness of ITA mandate and initiatives



## Awareness of Roles and Responsibilities

Overall, both Tourism apprentices and employers are aware of their respective roles and responsibilities in the industry training system. These levels of awareness are very similar to the overall ITA score for apprentice and employer awareness of role and responsibility (86 for both stakeholder groups).

Figure 77: Tourism Apprentices and Employers' awareness of their roles and responsibilities, in general



# ITO PROFILES – TRANSPORTATION

## Introduction

The Transportation ITO is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. The proposed role of the Transportation ITO will be to function as an effective industry sector coordinating agency by defining industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers.

The Transportation ITO will be accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the training programs which fall within its mandate. The following is a list of these programs:

- ▶ Diesel Engine Mechanic
- ▶ Diesel Fuel Injection Mechanic
- ▶ Heavy Duty Equipment Mechanic

## Sample

Based on information from AIMS the approximate population of the Transportation stakeholder group is 334 employers and 1096 apprentices. Of this population, the actual sample surveyed was 100 employers, and 150 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population.

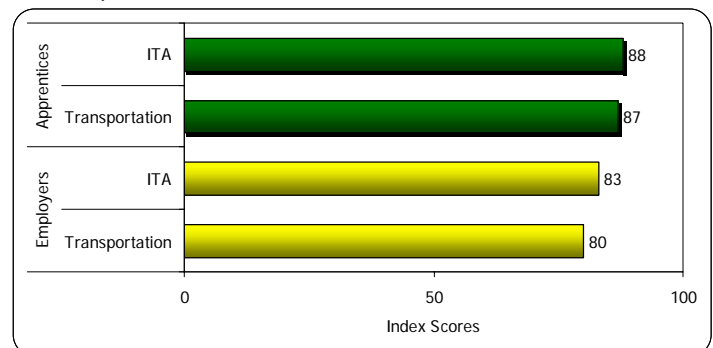
## Customer Satisfaction

### CSI Score

The 2007 CSI score for Transportation apprentices is 87. This score is below the overall ITA apprentices CSI score of 88.

The 2007 CSI score for Transportation employers is 80. This score is slightly below the overall employer CSI score of 83.

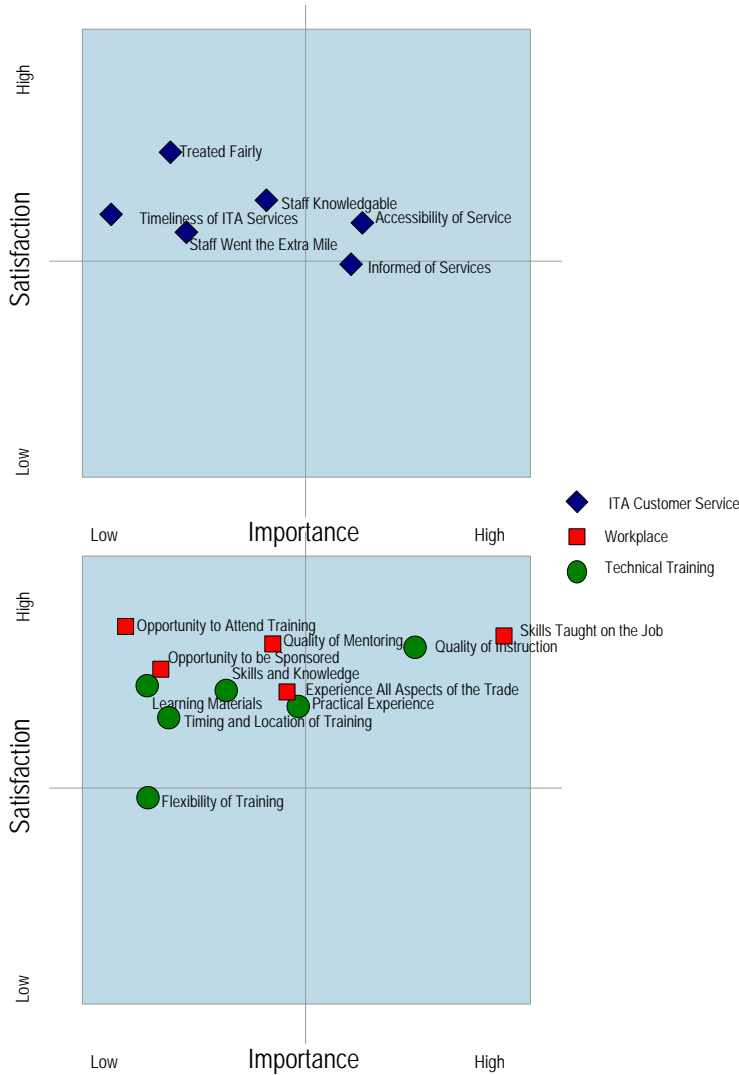
Figure 78: Customer Satisfaction Index Scores for Transportation



Apprentices	Employers
<p><b>Strengths<sup>15</sup></b></p> <ul style="list-style-type: none"> <li>• 87% were satisfied with the skills taught on the job</li> <li>• 89% are satisfied with their workplace training experience</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• 91% felt that they were treated fairly by the ITA staff</li> <li>• 96% believe that apprentices make a positive contribution to their business</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>• 60% are satisfied with the availability of flexible technical training options (e.g. online learning, night classes, etc.)</li> <li>• 68% are satisfied that ITA staff went the extra-mile</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>• 47% are satisfied with the availability of flexible technical training options for apprentices</li> <li>• 46% feel that it is easy to find apprentices</li> </ul>

<sup>15</sup> 87% and 89% fall within one standard deviation away from the average; but it is the highest attribute rewarded.

Figure 79: Satisfaction vs. Importance for Transportation Apprentices



## Apprentices

The most important aspects of customer service for Transportation apprentices are the accessibility of service and being informed of services. Transportation apprentices were satisfied with the accessibility of services (74), and 67 were satisfied with being informed of services.

The most important aspects of the workplace training were the skills taught on the job and the ability to experience all aspects of the trade. Transportation apprentices were satisfied with the skills taught on the job (87%), and 81 were satisfied with the ability to experience all aspects of the trade.

Transportation apprentices rated the quality of instruction and the amount of practical experience during their technical training as the two most important features of technical training. They were satisfied with the quality of instruction (89), and 80% were satisfied with the amount of practical experience which they received during the in-school portion of training.

# ITO PROFILES – TRANSPORTATION

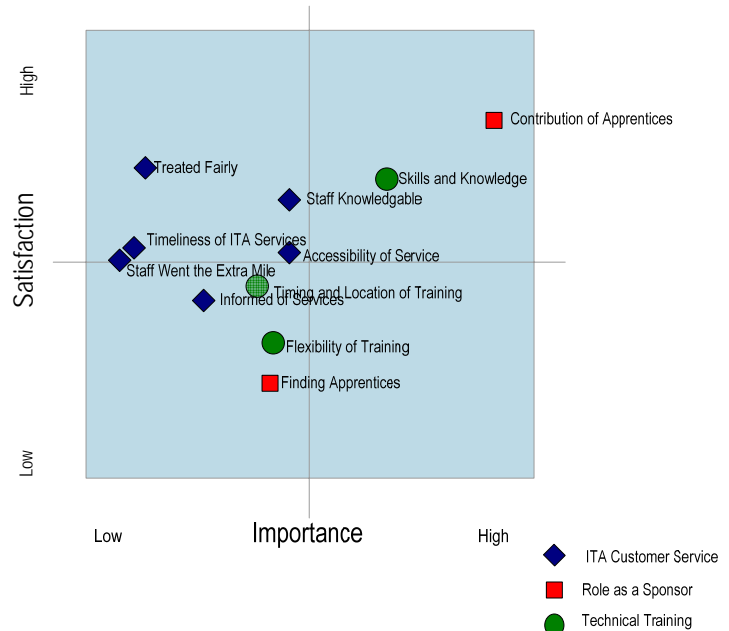
## Employers

Knowledgeable staff and the accessibility of service were the two most important aspects of customer service for Transportation employers. Of these employers, 78% were satisfied with the knowledge of the staff and 70% were satisfied with the accessibility of service.

The contribution of apprentices to business was the most important aspect of Transportation employers' role as a sponsor, and 96% of them were satisfied with the contribution of apprentices.

Skills and knowledge and the availability of flexible options were the two most important aspects of technical training for Transportation employers. Of the employers, 76% were satisfied with the skills and knowledge that apprentices learned through their technical training program, and 47% were satisfied with the flexibility of training for apprentices.

Figure 80: Satisfaction versus Importance for Transportation Employers



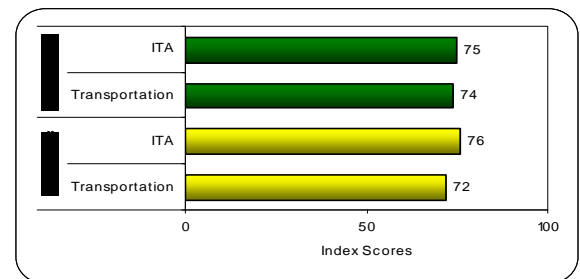
## Stakeholder Awareness

### SAI Score

The 2007 SAI score for Transportation apprentices is 74. This score is slightly lower than the overall 2007 ITA apprentices SAI score of 75.

The 2007 SAI score for Transportation employers is 72. This score is slightly below the employer overall SAI score of 76.

Figure 81: Stakeholder Awareness Index Scores for Transportation



Apprentices	Employers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>92% know that they are responsible for registering themselves for technical training</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>86%<sup>16</sup> are aware of their roles and responsibilities as a sponsor</li> </ul>
<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>65% are aware of the role and mandate of the ITA</li> <li>71% know how to get information about the ITA and its programs</li> </ul>	<p><b>Areas for Improvement</b></p> <ul style="list-style-type: none"> <li>60% are aware of the role and mandate of the ITA</li> <li>69% are aware of the ITA initiative to establish Industry Training Organizations</li> </ul>

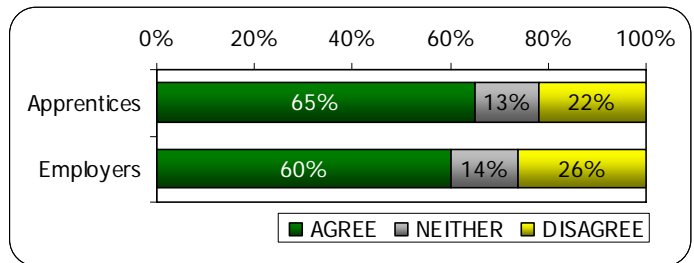
<sup>16</sup> 86% falls within one standard deviation away from the average; but it is the highest attribute rewarded.

# ITO PROFILES – TRANSPORTATION

## Awareness of ITA

Overall 65% of Transportation apprentices are aware of the ITA. This is four points lower than the overall apprentice score. On the other hand, 60% of Transportation employers are aware of the ITA. This score is eight points below the employers' average, indicating a need for improvement of awareness.

Figure 82: Transportation Apprentices and Employers' Awareness of ITA

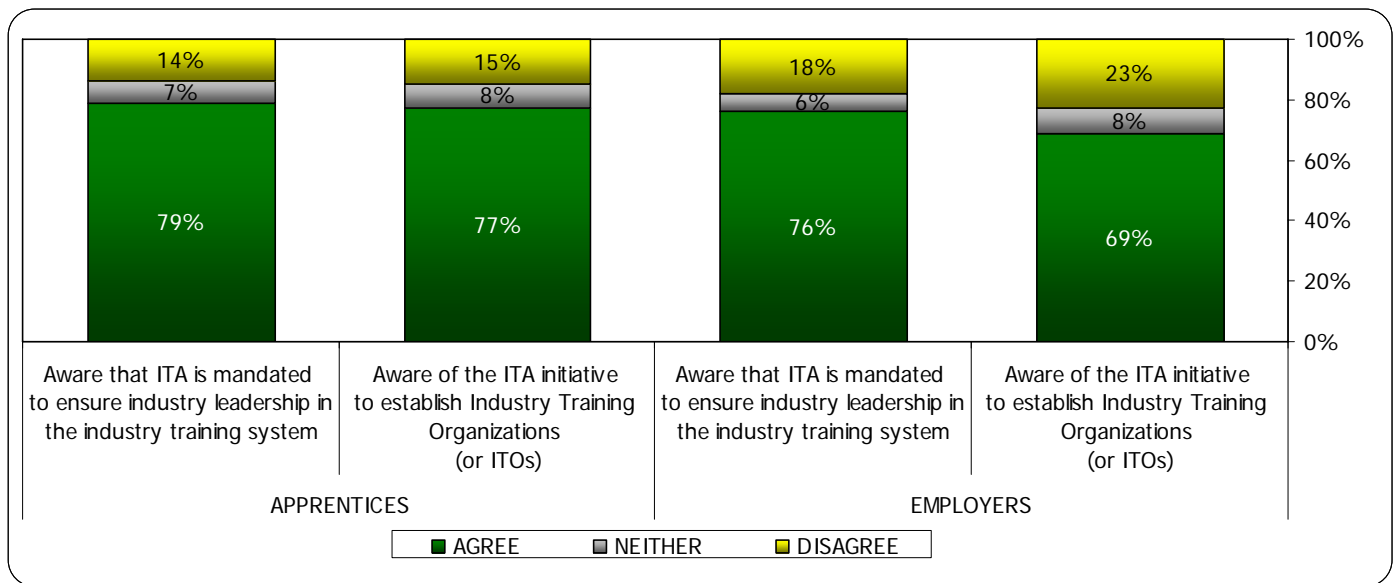


## Awareness of ITA Mandate and Initiative

The majority of Transportation apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system.

The overall apprentice and employer scores are slightly higher than the awareness scores for Transportation apprentices and employers and all the scores fall below the average, indicating room for improvement on those particular fronts.

Figure 83: Transportation Apprentices and Employers' Awareness of ITA Mandate and Initiatives



## Awareness of Roles and Responsibilities

Overall, 86% of Transportation apprentices and employers agree that they are aware of their roles and responsibilities as an apprentice in the BC industry training system. These are identical to the overall ITA score for apprentice and employer awareness of role and responsibility (86% for both stakeholder groups).

Figure 84: Transportation Apprentices' and Employers' awareness of role and responsibilities, in general

