

Industry Training Authority

2006 Customer Satisfaction
and Stakeholder Awareness

Final Report

August 2006

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 are:

- 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.

First conducted in 2005, 2006 marks the second cycle of the ITA *Customer Satisfaction and Stakeholder Awareness Survey*. The 2005 cycle 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, 2006 results also serve to assess the ITA's progress from 2005 in these two aspects.

On behalf of both BC STATS and the ITA, eNGR Research Group conducted over 2,600 telephone interviews in March 2006. Respondents included 1,543 apprentices, 902 employers, 47 industry association representatives, 92 training institutions representatives, and 26 union representatives, with different surveys administered to each group. Respondents from all groups generated the SAI scores, 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 groups.

	Population	Target	Sample (n)	Margin of error
Apprentices	23,586	1,500	1,543	± 2.4%
Employers	8,240	900	902	± 3.1%
Industry Associations	105	70	47	±10.7%
Training Institutions	144	130	92	± 6.2%
Unions	48	40	26	± 13.1%

Some differences exist between the 2005 and 2006 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 survey is 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 2006 *ITA Customer Satisfaction and Stakeholder Awareness Survey* suggest that the ITA has improved its levels of customer satisfaction since 2005. With a CSI of 62 in 2005, the ITA set a goal of 68 for 2006. But higher satisfaction scores among apprentices, employers, and industry association representatives yielded a CSI of 81 in 2006, far surpassing the goal established by the ITA. Apprentices generated the highest satisfaction scores in both 2005 and 2006, but industry association representatives exhibited the greatest year over year improvement. Among the components used to generate CSI scores, the quality of customer service provided by the ITA yielded the lowest satisfaction levels among apprentices, employers, and industry association representatives.

Between 2005 and 2006, the CSI score for apprentices increased 11 points to 89. In 2006, approximately nine in ten apprentices expressed satisfaction with their technical and workplace training experiences. Apprentices were particularly satisfied with:

- the quality of instruction
- the helpfulness of instructors
- the skills taught on the job
- the usefulness of skills and knowledge learned through technical training
- the opportunity to be released by employers to attend technical training

Executive Summary

While satisfaction among employers did not reach levels exhibited by apprentices, employers exhibited a greater degree of improvement as their CSI rose from 59 in 2005 to 80 in 2006. Approximately 85% of employers expressed satisfaction with their experiences as sponsors and with the technical training provided to their apprentices. Furthermore, employers appear particularly satisfied with the contributions of apprentices to their businesses. Of all employers surveyed, 97% feel apprentices make a positive contribution to their business, and almost three-quarters believe this positive contribution is financial during the second or third years of the program.

With a CSI of 68 in 2006, industry association representatives exhibit the lowest levels of customer satisfaction among the three groups surveyed. However, it is important to note the improvement in customer satisfaction for industry association representatives from 2005 to 2006. For example, 63% of industry association representatives expressed satisfaction with the quality of service provided by the ITA in 2006, up from 29% in 2005.

Most employers (58%) and industry association representatives (67%) believe it is difficult to find apprentices. These low scores become more relevant when considering that almost half of all employers and industry association representatives rated the ease of finding apprentices as the most important aspect of being a sponsor.

Finally, though not used in CSI calculations, less than half of the representatives from training institutions and unions expressed satisfaction with the customer service provided by the ITA.

Key Findings – Stakeholder Awareness

In contrast to the significant increase in customer satisfaction from last year, 2006 results show a slight decrease in stakeholder awareness from 2005 as measured by the SAI. A SAI of 81 in 2005 led the ITA to set the goal of maintaining this level of stakeholder awareness in 2006. But the overall 2006 SAI of 78 among all groups – apprentices, employers, industry association representatives, training institutions, and unions – fell just shy of this target.

Lower levels of stakeholder awareness among apprentices and employers drove the overall decrease in SAI. While training institutions (94), industry associations (89), and unions (81) all had SAIs above the overall SAI of 78, apprentices and employers had SAIs of 76 and 69 respectively.

Employers and apprentices are particularly unaware of the ITA's role and mandate and how to get information about the ITA and its programs. 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. Furthermore, only 61% of employers and 69% of apprentices know how to get information about the ITA. 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 at 83% exhibiting the least amount of awareness among all five groups. Particularly encouraging is that only 7% of apprentices are unaware of the requirements for completing their industry training program.

Though apprentices and employers expressed overall awareness of their roles and responsibilities, only 68% of apprentices and less than half of employers surveyed expressed awareness of the recent changes to tracking and reporting of work-based hours. Lower levels of awareness in both groups concerning recent changes are particularly relevant when considering that both employers and apprentices suggested improved ITA communication and information provision when asked what the ITA could do to ensure that apprentices and employers understand their roles and responsibilities.

Executive Summary

Table 2: Customer Satisfaction Index (CSI) and Stakeholder Awareness Index (SAI) scores for all groups in 2005 and 2006.

Target Group	Customer Satisfaction Index (CSI)				Stakeholder Awareness Index (SAI)			
	2005	Margin of Error	2006	Margin of error	2005	Margin of Error	2006	Margin of error
Apprentices	78	± 1.7%	89	± 2.4%	87	± 1.7%	76	± 2.4%
Employers	59	± 2.3%	80	± 3.1%	87	± 2.3%	69	± 3.1%
Industry Associations	36	±8.0%	68	±10.7%	78	±8.0%	89	±10.7%
Training Institutions	n/a	n/a	n/a	n/a	73	± 8.6%	94	± 6.2%
Unions	n/a	n/a	n/a	n/a	59	± 9.7%	81	± 13.1%
OVERALL	62	± 1.3%	81	± 1.9%	81	± 1.3%	78	± 1.8%

Key Findings – Industry Training Organization (ITO) Profiles

As part of its mandate to expand and improve industry training, the ITA determined that Industry Training Organizations (ITOs) will each take responsibility for industry training within a particular sector in British Columbia. The 2006 version of the *ITA Customer Satisfaction and Stakeholder Awareness Survey* marks the initiation of data collection by ITO. Customer satisfaction and stakeholder awareness were measured for each of the five existing or proposed ITOs: the Automotive Industry Training Association (AITA), the Hort Education BC (HEBC), the Residential Construction Industry Training Organization (RCITO), the industrial-commercial-institutional sector (ICI Construction ITO), and the Hospitality and Tourism sector (H & T).¹ It should be noted that ITOs are in the early stages of operation, and this year's survey results are not intended to evaluate their performance. Rather, the purpose governing the presentation of results by ITO is to establish baseline measures of management information that each ITO can use to measure its progress in subsequent survey iterations.

While providing information specific to each ITO, data results produce several consistent trends across all ITOs. Apprentices are generally satisfied with their technical training and workplace training experiences. With respect to technical training, the quality of instruction and helpfulness of instructors produce particularly high satisfaction scores. Meanwhile, apprentices also produced consistently high satisfaction levels for the skills taught on the job, the aspect of the workplace training experience rated as most important by apprentices across all ITOs. But while satisfied with the technical and workplace training experiences, apprentices expressed relatively lower levels of satisfaction regarding the provision of information on how to get services from the ITA, an aspect deemed important by apprentices across all ITOs.

All employers stated their satisfaction with their experiences as sponsors. Furthermore, employers across all ITOs except RCITO expressed high levels of satisfaction with the technical training apprentices receive. However, while all employers believe that apprentices make a positive contribution to employers' businesses, they also feel it is difficult to find apprentices.

Across all ITOs, both apprentices and employers are aware of their respective roles and responsibilities in the BC industry training system. However, both apprentices and employers are less likely to be aware of recent changes to the tracking and reporting of work-based training. With the exception of RCITO employers, apprentices and employers from all ITOs are relatively unaware of the ITA's role and mandate. In particular, many apprentices and employers appear unaware of the ITA initiative to establish Industry Training Organizations (ITOs).

¹ At the time of the survey, the Hospitality and Tourism (H&T) and the industrial-commercial-institutional ITO (ICI) were still in the proposal stage, yet to be sanctioned as ITOs by the ITA.

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Introduction

Introduction

Established in January 2004, the Industry Training Authority (ITA) governs and develops B.C.'s industry training system within a framework of strong industry leadership. It strives to create greater flexibility and accountability within the system, and to better align training outcomes with labour market needs.

The ITA's *2005/06 – 2007/08 Service Plan*² identifies increasing customer service satisfaction and ensuring stakeholder awareness of and engagement in the ongoing development of the training system as two goals contained within its Strategic Imperative 2 – **Ensure high quality industry training.**

Based on the results of the 2006 *ITA Customer Satisfaction and Stakeholder Awareness Survey*, this report outlines the progress made by the ITA on these two goals and 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 Industry Training Authority (ITA) goal to ensure quality industry training. In 2005, the ITA established a baseline for its customer satisfaction index to monitor progress within this element.

Core program areas and services provided by the ITA – from a customer perspective – include:

- Reviewing and approving new training programs and credentials;
- 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 (2006/07 – 2008/09) Service Plan lays out 5 goals to improve quality and ensure demand-driven industry training that meets the needs of employers and apprentices:

1. Expand industry training participation on the part of both apprentices/employer and employers/sponsors;
2. Provide the infrastructure – primarily in the form of effective ITOs – that will assure effective leadership of industry training by industry itself;
3. Implement a financial and accountability framework ensuring efficient use of funding on the part of training providers;
4. Ensure high-quality programs standards and high levels of client satisfaction with service provided by the ITA; and,
5. Ensure stakeholder awareness of the industry training system and increase intent to participate by target groups, through communications and marketing.

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.

About the Survey

The 2006 survey follows on the 2005 survey, conducted in June and July 2005. 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* collected opinions from more than 2,600 apprentices, employers, industry associations, training institutions, and unions.

² Updated as of September 2005.

Introduction

In consultation with the ITA, BC STATS designed the 2006 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 consists of both overall or key questions, as well as management information questions. As explained later, the results to the overall questions are used to calculate the index scores, and thus should remain with each iteration of the survey. In contrast, the number and type of management-related questions can be easily changed to better suit the information needs of the ITA.

In total, 70 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 3: Question topics in the 2006 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 and responsibilities	✓	✓	✓		
Awareness of ITA	✓	✓	✓	✓	✓
Awareness of Red Seal	✓	✓	✓	✓	✓
Awareness of ITA information sources	✓	✓	✓	✓	✓
Satisfaction with website	✓	✓	✓	✓	✓

On behalf of BC STATS and the ITA, eNGR Research Group in Vancouver conducted the survey via telephone, from March 1 to March 29, 2006. 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 2006 CSI score was calculated using the results generated from telephone surveys conducted among 1,543 apprentices, 902 employers, and 47 industry associations representatives. Similarly, the 2006 SAI scores were calculated using the results generated from the same number of apprentices, employers, and industry association representatives, as well as 92 training institution representatives and 26 union representatives.

The 2006 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/or ITC?"³, 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 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 2006 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

Figure 1: Weighting for stakeholder groups to calculate CSI score

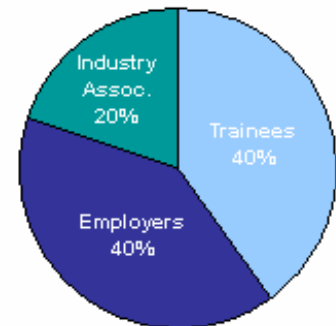
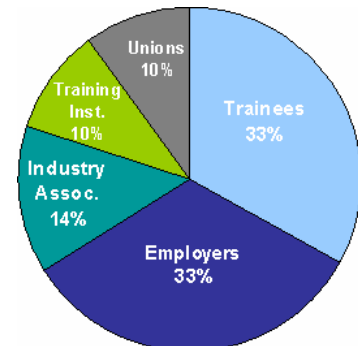


Figure 2: Weighting for stakeholder groups to calculate SAI score



³ Since the survey's administration the ITC (Industry Training Centre) has been renamed the ITA Customer Service Centre and it is referred to as such throughout the report.

Interpreting the Findings

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.

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 4). 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. In addition, each variable identified as a strength or as an area to improve will be assessed based on the level of importance given to that variable where applicable. In the Customer Satisfaction profile, the *Data Highlights* textbox displays only variables that meet the threshold requirement and are rated as important by respondents.

Table 4: Thresholds used in the Customer Satisfaction Profile by customer group.

	Areas for Improvement	Acceptable	Strengths
Apprentices	0 – 79	80 – 90	91 – 100
Employers	0 – 52	53 – 82	83 – 100
Industry Associations	0 – 35	36 – 59	60 – 100
Training Institutions	0 – 39	40 – 73	74 – 100
Unions	0 – 39	40 – 54	55 – 100

Meanwhile, in the Stakeholder Awareness profile, averages and standard deviations were calculated across all stakeholder groups within each topic area (Awareness of ITA, Awareness of Red Seal, Awareness of Roles and Responsibilities, and Awareness of ITA information Sources – refer to Table 5). Threshold levels were established in the same manner as in the Customer Satisfaction profile; however, because there are no importance ratings, so variables displayed in *Data Highlights* need to meet only the threshold requirement.

Table 5: Thresholds used in the Stakeholder Awareness Profile by topic area.

	Areas for Improvement	Acceptable	Strengths
Awareness of the ITA	0 – 64	65 – 87	88 – 100
Awareness of Red Seal Programs	0 – 75	76 – 91	92 – 100
Awareness of Roles and Responsibilities	0 – 65	66 – 95	96 – 100
Awareness of ITA Information Sources	0 – 64	65 – 88	89 – 100

Interpreting the Findings

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 6). 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.

Table 6: Thresholds used in the ITO Profiles by topic area and customer group

	Areas for Improvement	Acceptable	Strengths
CUSTOMER SATISFACTION SCORES			
• Apprentices	0 – 79	80 – 90	91 – 100
• Employers	0 – 52	53 – 82	83 – 100
STAKEHOLDER AWARENESS SCORES			
• Apprentices	0 – 73	74 – 89	90 – 100
• Employers	0 – 55	56 – 77	78 – 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 78 is interpreted as a strength for industry associations, training institutions, and unions, as an acceptable score for employers, and 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 (refer to Table 7). 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 7: Sample and Target Description.

	Population	Target Sample	Actual Sample	Margin of Error
Apprentices – Total	23,586	1,500	1,543	±2.4%
ITOs	AITA	2,645	250	±5.4%
	H & T	1,409	250	±5.6%
	HEBC	216	75	±9.1%
	ICI	12,354	425	±4.3%
	RCITO	457	200	±7.8%
	OTHER	6,505	300	±5.5%
Employers – Total	8,240	900	902	±3.1%
ITOs	AITA	1,618	200	±6.4%
	H & T	639	150	±6.9%
	HEBC	141	50	±11.2%
	ICI	3,829	280	±5.6%
	RCITO	33	20	±22.9%
	OTHER	1,980	200	±6.5%
Other Groups – Total	297	-	-	-
Industry Associations (IA)	105	70	47	±10.7%
Training Institution (TI)	144	130	92	±6.2%
Unions (U)	48	40	26	±13.1%

Interpreting the Findings

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 2005 and 2006 survey iterations 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.

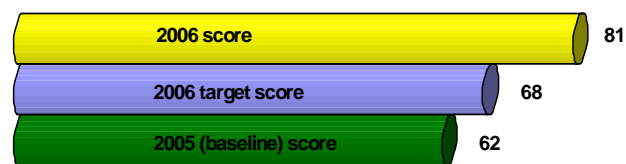
Customer Satisfaction Index (CSI)

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 is 62, and the target for 2006 is 68.

However, the actual CSI score for 2006 is 81 – a significant increase over the 2005 score and 2006 target. The 2006 score is based on higher satisfaction scores from three of the ITA's customer groups: apprentices, employers, and industry associations.

Figure 3: Customer Satisfaction Index (CSI) Scores - 2005 vs. 2006



As in 2005, apprentices had the highest levels of satisfaction. Industry associations showed the largest improvement in overall satisfaction.

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 2006 cycles of the ITA *Customer Satisfaction and Stakeholder Awareness Survey*, the number of apprentices grew from 21,547 to 23,586, an increase of 9%. These numbers are expected to increase further in subsequent years given the labour market demand for BC.

Results

In total, 91% of apprentices are satisfied with their overall training experience in 2006, an increase of eight percentage points over the 2005 score (83%). In particular, as shown in Figure 4, helpfulness of instructors and quality of instruction were the two components of technical training that apprentices rated being most satisfied with. Apprentices said that practical experience, quality of instruction, and helpfulness of instructors were most important.

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 amount of practical experience

Data Highlights for Apprentices

Strengths:

- 92% satisfied with the quality of instruction.
- 92% satisfied with the helpfulness of instructors.
- 93% felt fairly treated by the ITC Customer Service.

Areas for improvement:

- 73% felt staff at the ITA/ITC Customer Service went the extra mile.
- 74% felt informed of everything they had to do to get service from the ITA.

Customer Satisfaction

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 apprentices. Only by finding employment can apprentices get the workplace training they need to earn their certification. 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. Between the 2005 and 2006 survey iterations, the number of registered employers increased from 8,053 to 8,240, a rise of 2%.

Results

Overall, employers are satisfied with the technical training that apprentices receive (84%), an increase over the 2005 score (69%). Employers are also satisfied with their experience of being a sponsor (86%), as well as the customer service provided by the ITA (70%).

Apprentice Contributions

Employers are particularly satisfied with the contribution that apprentices make to their businesses. Indeed, almost three quarters of employers feel that apprentices make a positive financial contribution to their business in the second or third year of their program.

Ironically, while finding apprentices was indicated by 44% of employers as being the most important aspect of being a sponsor, more than half (58%) of this stakeholder group reported that it is not easy to find apprentices. Employers' perceived difficulty of finding apprentices has increased from 2005.

Customer Service

Three in four employers perceive the ITA's staff as knowledgeable and competent, and 71% of employers are satisfied with the timeliness of the ITA's service. The skills and knowledge that apprentices receive during their technical training are also important to employers, and most (80%) apprentices are satisfied with this aspect of technical training.

However, only 53% of employers believe that they were informed of everything they had to do to get service from the ITA. That 32% of employers view this particular aspect of

Data Highlights for Employers

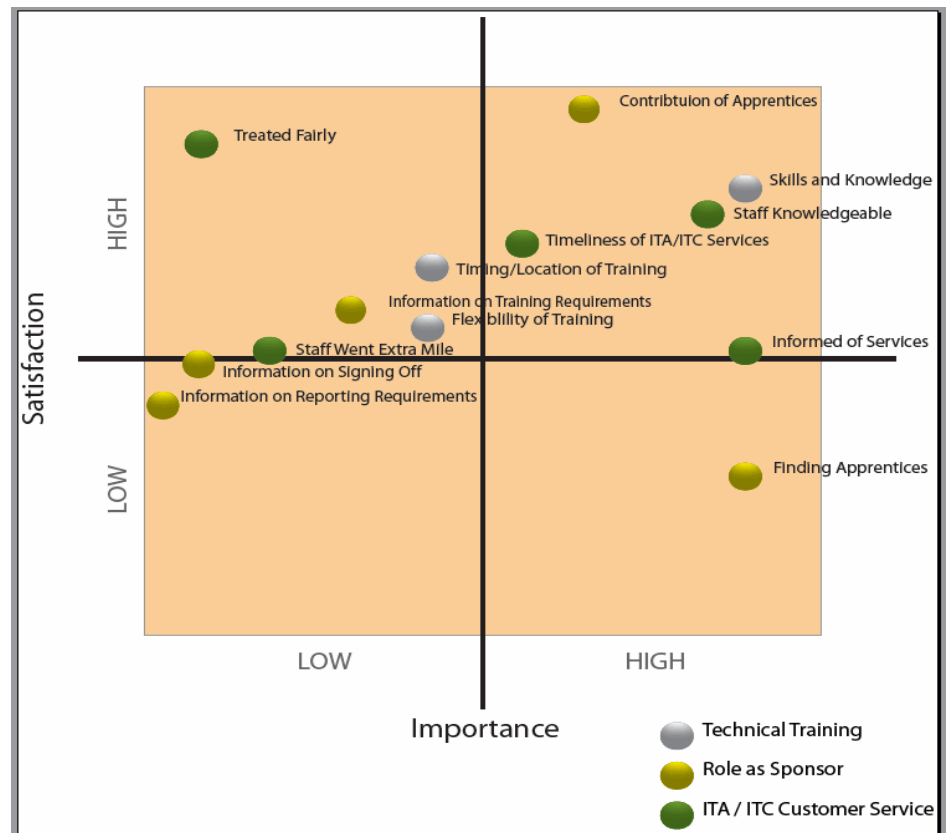
Strengths:

- 97% feel apprentices make a positive contribution.
- 84% satisfied with the technical training apprentices receive.
- 86% satisfied with being a sponsor.

Areas for improvement:

- 38% feel it is easy to find apprentices.
- 53% felt informed of everything they had to do to get service from the ITA.

Figure 5: Satisfaction vs. Importance for employers



Customer Satisfaction

customer service as the most important indicates a need for improvement. Additionally, while information on training requirements, signing off, and reporting requirements were less likely to be considered as most important aspects of being a sponsor, employers still feel that they lack information about their sponsor-related responsibilities:

- ▶ 49% feel they do not have enough information about how to report to the ITA on work-based training hours completed by their apprentice(s)
- ▶ 47% do not believe that they have enough information to sign off on the final completion of training
- ▶ 36% feel they do not have enough information about the type of training they are expected to provide to apprentices

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, 105 industry association representatives were identified for the 2006 cycle of the *ITA Customer Satisfaction and Stakeholder Awareness Survey*.

Data Highlights for Industry Associations

Strengths:

- 100% feel apprentices make a positive contribution to employers' businesses.
- 75% feel ITA staff is knowledgeable and competent.

Areas for improvement:

- 25% satisfied with the number of apprentices available for their industry.
- 28% feel it is easy to find apprentices.

Results

While employers are generally satisfied with the technical training apprentices receive, their sponsorship experience, and the ITA's customer service, only a moderate number of industry association representatives perceive that their members are satisfied with these aspects:

- ▶ 68% believe that their members are satisfied with the technical training that apprentices receive, and
- ▶ 73% believe that their members are satisfied with the experience of being sponsors.

Nevertheless, the responses of the industry association representatives are consistent with those of the employers in a number of other areas. For example, all of the industry association respondents believe that apprentices make a positive contribution to their members' businesses. However, only about half of this stakeholder group believe that their members have enough information regarding sponsor-related activities (e.g.

Figure 6: Satisfaction vs. Importance for industry associations



Customer Satisfaction

type of training, reporting hours, etc.). But like employers, these issues were not selected as most important by industry association representatives. Rather, finding apprentices is one area requiring further attention by the ITA – more than two-thirds (67%) of industry association respondents do not believe that it is easy to find apprentices, and almost half (48%) believe that this is the most important aspect of being a sponsor. Indeed, 73% of this respondent group are not satisfied with the number of apprentices that are available for their industry.

While industry associations were less likely than employers and apprentices to be satisfied with the customer service provided by the ITA, their level of satisfaction could still be considered moderate (63% satisfied) and definitely an improvement over the 2005 results in this area – where only 29% were satisfied with the quality of the service provided by the ITA.

Overall, two-thirds of the industry association representatives are satisfied with the opportunity to be engaged with certain activities of the ITA, including determining content and standards for training programs and establishing industry training organizations (ITOs).

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 2006 *ITA Customer Satisfaction and Stakeholder Awareness Survey* surveyed 92 representatives from 46 different training institutions that offer apprentices Entry Level Trades Training and technical training programs in more than 100 different trades.

For the 2006 *ITA Customer Satisfaction and Stakeholder Awareness Survey*, 26 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

In contrast to the other stakeholder groups, less than half of the training institution respondents (45%) and union respondents (42%) are satisfied with the customer service provided by the ITA. Training institution respondents were particularly dissatisfied with the knowledge of the staff, the timeliness of the service, having enough information to get service, and the efforts of staff to go the 'extra mile'.

Data Highlights for Training Institutions/Unions

Strengths:

- 62% of unions and 73% of training institutions felt fairly treated by ITA/ITC staff.⁴

Areas for improvement:

- 35% of training institutions satisfied with the timeliness of service from the ITA.
- 38% of unions satisfied with the accessibility of service from the ITA/ITC.

⁴ Though being fairly treated by the ITA/ITC staff is listed in this data highlights section as a strength, training institutions did not rate this particular aspect of the ITA's customer service as one of the most important.

Customer Satisfaction

The first two of these aspects were likely to be selected as most important by training institution respondents, and therefore, are areas that require further attention.

Likewise, union respondents were also likely to be dissatisfied with the knowledge of ITA customer service staff; the aspect of customer service union representatives indicated as most important.

Figure 7: Satisfaction vs. Importance for training institutions and unions



Stakeholder Awareness

Stakeholder Awareness

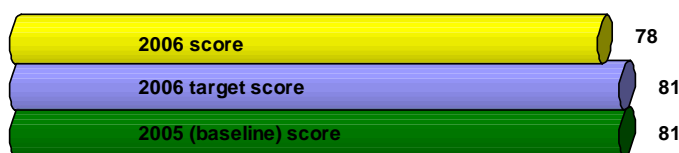
Stakeholder Awareness is a key measure of the ITA's progress towards effectively implementing communication strategies designed to achieve responsive, efficient, and accountable management systems and processes. During 2005/06, several initiatives were undertaken to improve stakeholders' – that is, apprentices, 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.

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) is 81. The SAI score for the 2006 is 78 – a slight decrease from the 2005 score and 2006 target of 81. The score is based on scores from all of the stakeholder groups – namely, apprentices, employers, industry associations, training institutions, and unions.

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



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. 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 2006 *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, however, compared to the high proportion of industry associations, training institutions and unions reporting awareness. As shown in Figure 9, less than seven in ten employers and apprentices reported an awareness of role and mandate of the ITA, versus on average nine in ten industry association, training institution and union representatives.

Data Highlights for Awareness of ITA

Strengths:

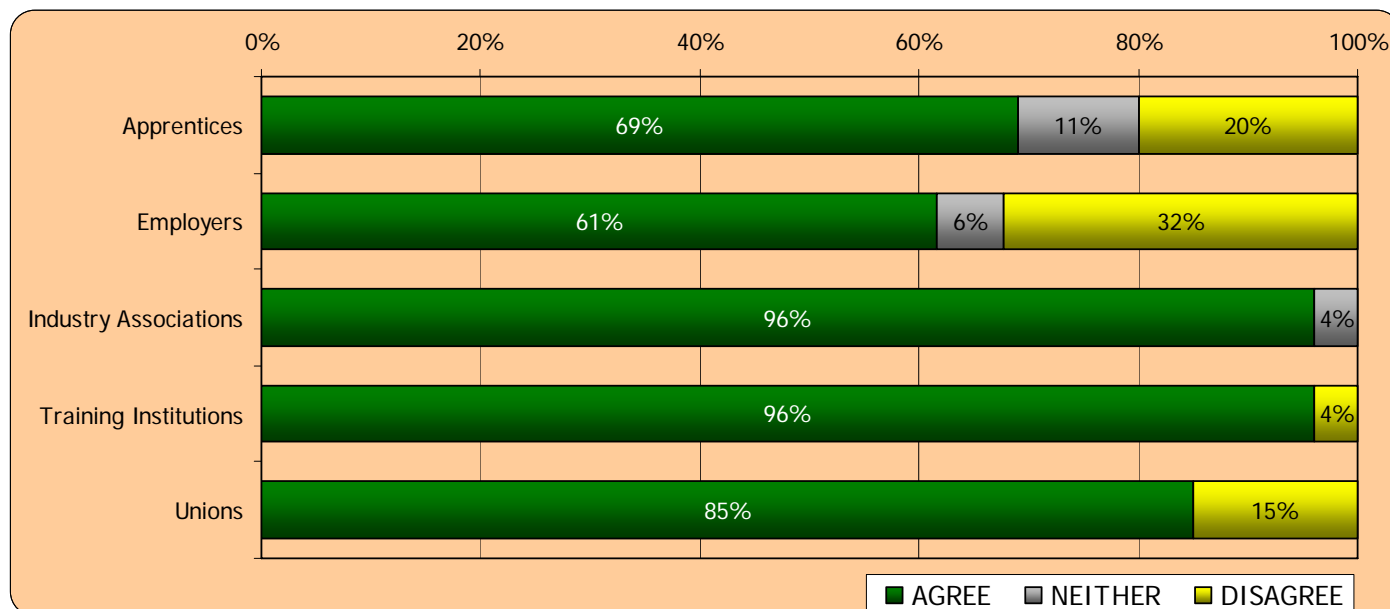
- 96% of industry associations and training institutions are aware of the ITA's role and mandate.
- 91% of training institutions are aware that the ITA is mandated to ensure industry leadership in the industry training system and of the ITA initiative to establish Industry Training Organizations (ITOs).

Areas for improvement:

- 61% of employers are aware of the role and mandate of the ITA.
- 55% of employers are aware of ITA's initiative to establish ITOs.
- 50% of unions and 64% of employers are aware that the ITA is expanding training opportunities for British Columbians.

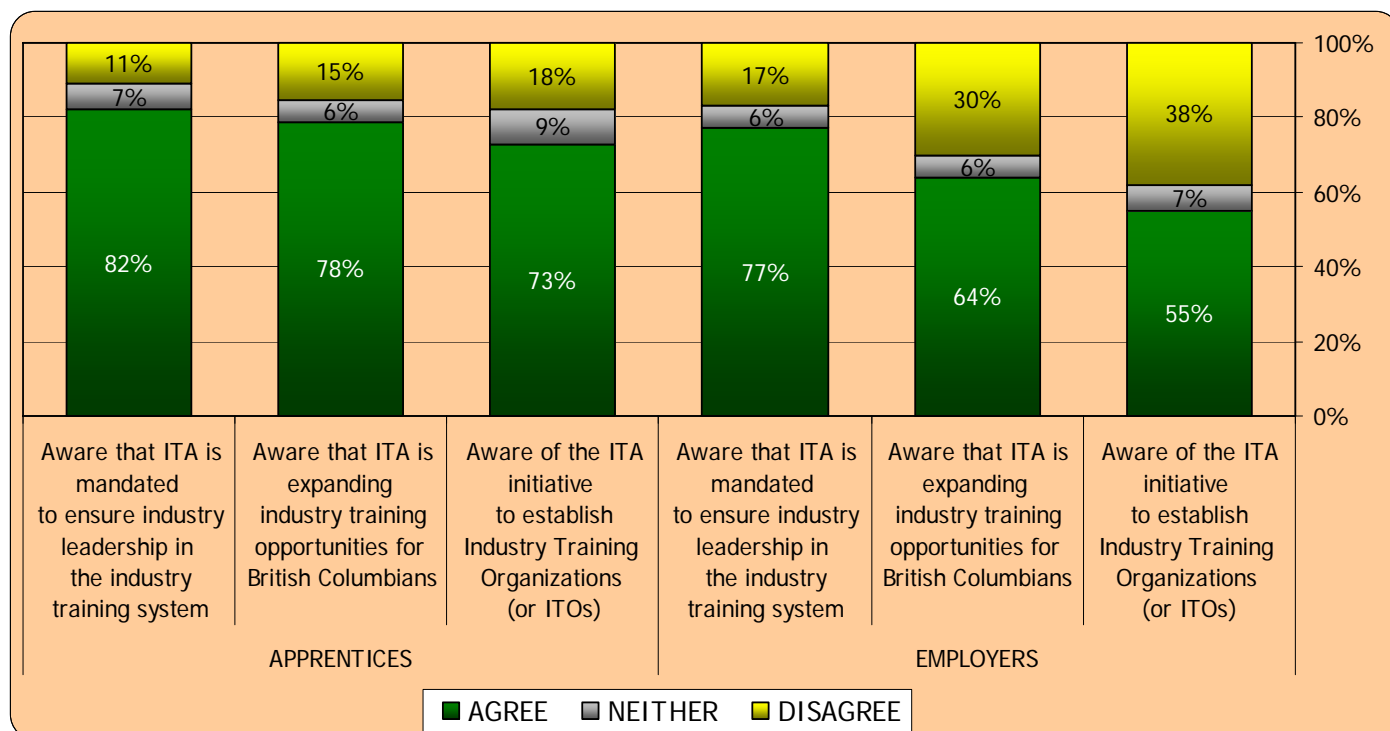
Stakeholder Awareness

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



Apprentices (82%) and employers (77%) are aware of the ITA's leadership role in the industry training system. Apprentices are more aware than employers that the ITA is expanding industry training opportunities for British Columbians and is working towards sector-oriented Industry Training Organizations (ITOs) – the vehicle through which industry takes an expanded leadership role in determining training needs.

Figure 10: Apprentices and employers' awareness of certain aspects of ITA's mandate and initiatives



Stakeholder Awareness

Awareness of Red Seal Programs

The ITA has committed to Red Seal standards and continues to participate in this inter-provincial program as part of its goals to ensure quality industry training. The inter-provincial Red Seal program was established to provide standardized national credentials for some trades and greater mobility for people working in them. There are currently 45 Red Seal trades and they include a number of the most familiar and commonly pursued trades.

Results

Stakeholders were asked whether they are aware that Red Seal certification programs are available in BC. Most apprentices (87%), employers (78%), and industry association respondents (87%) indicated that they were aware of the availability of Red Seal certification programs. And an even greater percentage of training institutions (97%) and unions (96%) indicated awareness of the availability of these programs.

Data Highlights for Awareness of Red Seal Programs

Strengths:

- 97% of training institutions and 96% of unions are aware that Red Seal Certification Programs are available in BC.

Areas for improvement:

- 71% of employers are aware that the ITA participates in maintaining Red Seal program standards.

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. And, 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 stakeholders are aware of their respective roles and responsibilities, with training institutions having the highest proportion of aware respondents (97%) and industry associations with the lowest proportion of aware respondents (83%).

When comparing apprentices with employers, 91% of apprentices versus 85% of employers reported, in general, of being aware of their respective responsibilities.

Data Highlights for Awareness of Roles and Responsibilities

Strengths:

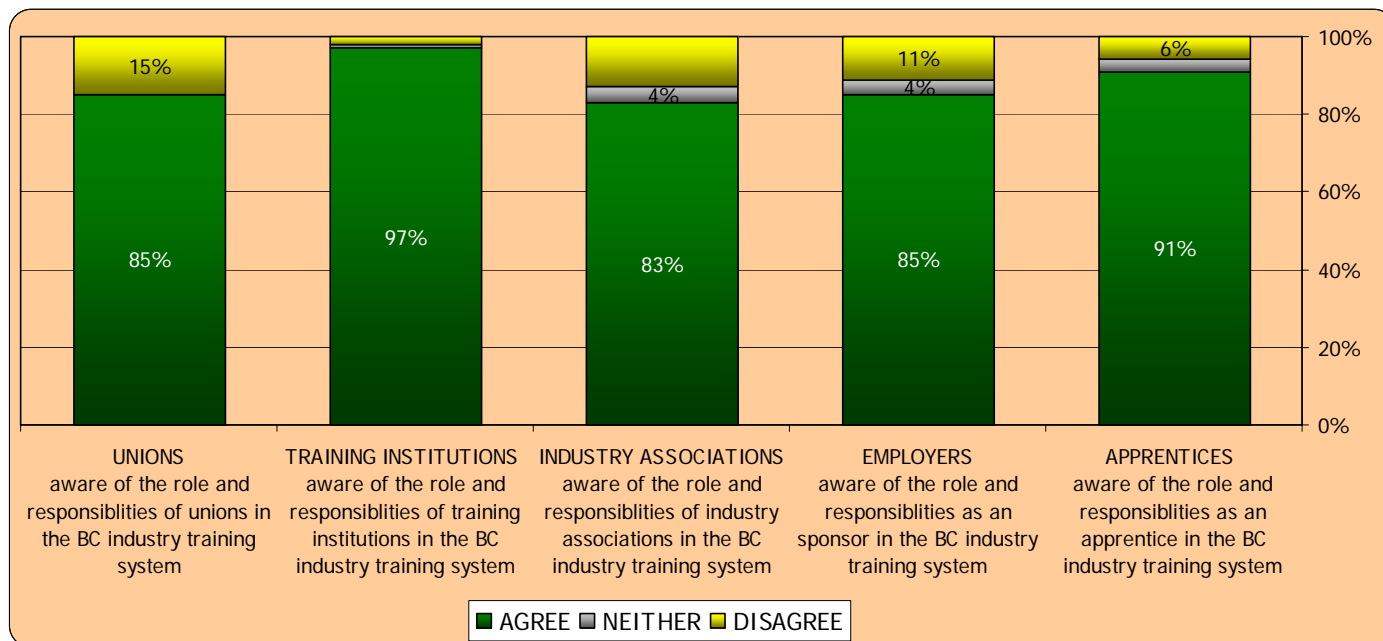
- 97% of training institutions are aware of their roles and responsibilities in industry training program.

Areas for improvement:

- 44% of employers and 68% of apprentices are aware of recent changes to the tracking and reporting of work-based hours.
- 62% of employers know that they are responsible for reporting work-based training hours to the ITC.

Stakeholder Awareness

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



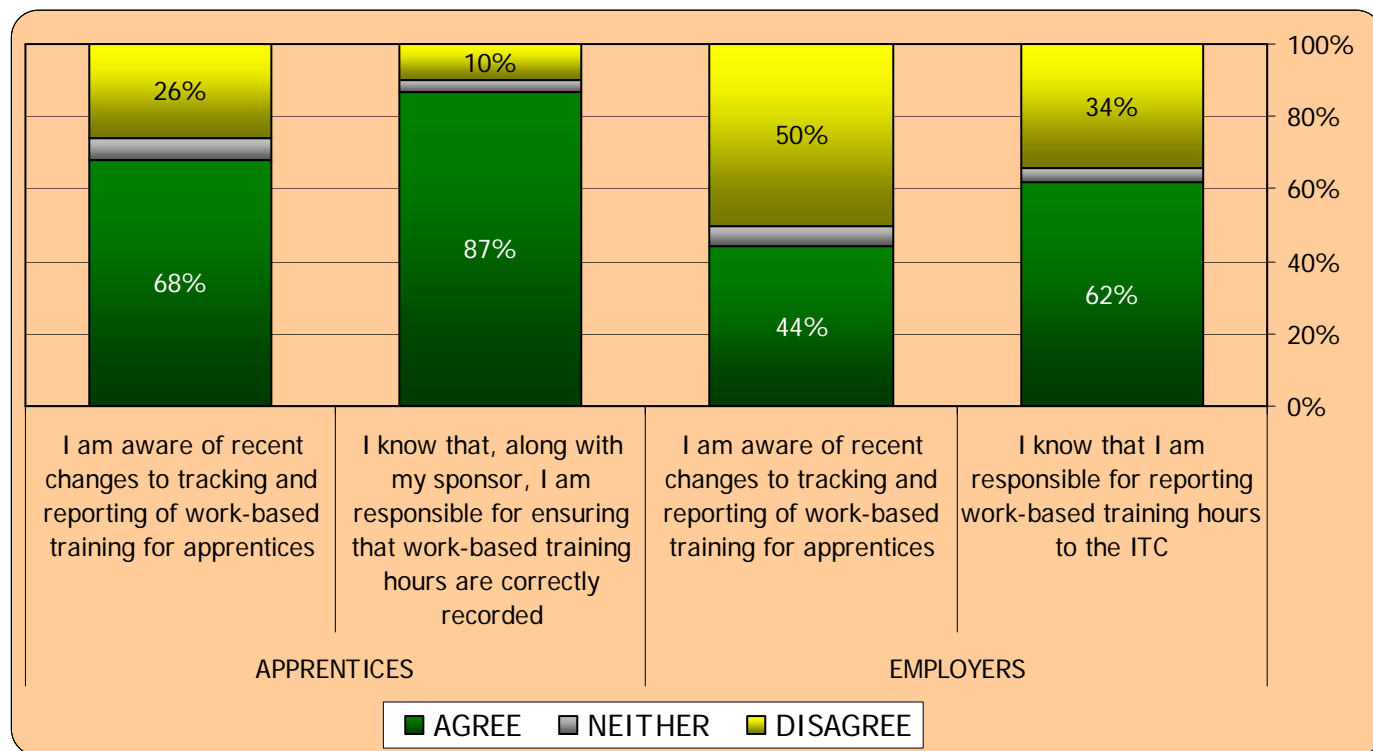
Apprentices and employers are responsible for staying current with work-based reporting requirements and providing the ITA's Customer Service Centre with regular reports on hours worked by apprentices. When asked about responsibilities related to staying up-to-date with reporting requirements and submitting work-based hours, apprentices reported a higher level of awareness than employers.

Less than half (44%) of all employers reported being aware of recent changes to reporting requirements, compared to 68% of apprentices. And slightly more than six in ten employers (compared to 87% of apprentices) are aware of requirements for reporting work-based training hours to the ITA Customer Service Centre.

A significantly larger percentage of apprentices than employers are aware of recent changes to tracking and reporting of work-based training and reporting hours to the ITA's Customer Service Centre.

Stakeholder Awareness

Figure 12: Apprentices and employers' awareness of their role and responsibilities in the BC industry training system



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. In addition to staying current with changes to reporting requirements and ensuring work-based training hours are correctly recorded, apprentices were asked about their specific responsibilities for technical training registration and notifying the ITA's Customer Service Centre. Most apprentices are aware of these responsibilities:

- 94% of apprentices know that they are responsible for registering themselves for technical training
- 84% of apprentices know that they are required to notify the ITA's Customer Service Centre if they change sponsors/employers

An effective training system also requires that apprentices understand their requirements for completing training. Nine in ten apprentices (90%) reported being aware of the requirements for completing their industry training program.

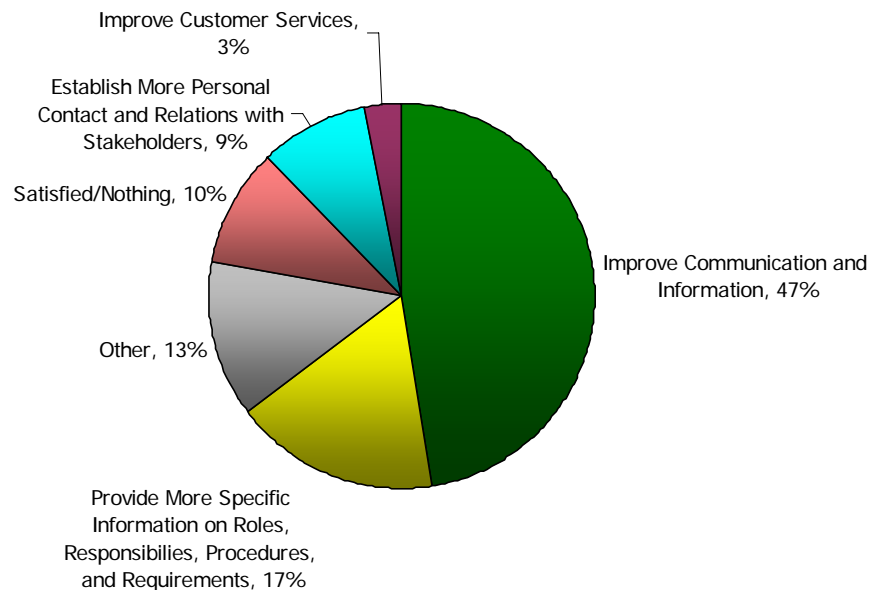
Stakeholder Awareness

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, nearly three in four respondents indicated that the ITA improve its communications and information provision.

As shown in Figure 13, nearly half of (47%) apprentices suggested improving communications and information, in general, and one in four suggested increasing the level of personal contact and providing more specific information on roles, responsibilities, procedures and requirements. Examples of apprentices' responses appear below.

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



Improve Communications and Information

"provide more information online or through the mail, or at public or private institutions"

"send out a single package that outlines everything, not separately"

"ITA could do a day of training to get all apprentices aware of their roles and responsibilities, of the ITA, and the apprenticeships"

Provide More Specific Information on Roles, Responsibilities, and Procedures

"more readily distribute the information on rules and apprentice responsibilities"

"better communicate with apprentices in the progress they are making in their apprenticeship and clarify to go through the process smoothly and end up ticketed with Red Seal"

Establish More Personal Contact and Relations with Stakeholders

"integrate with the school and possibly send somebody from the ITA to speak with the apprentices. Schedule an entire class in school to facilitate this"

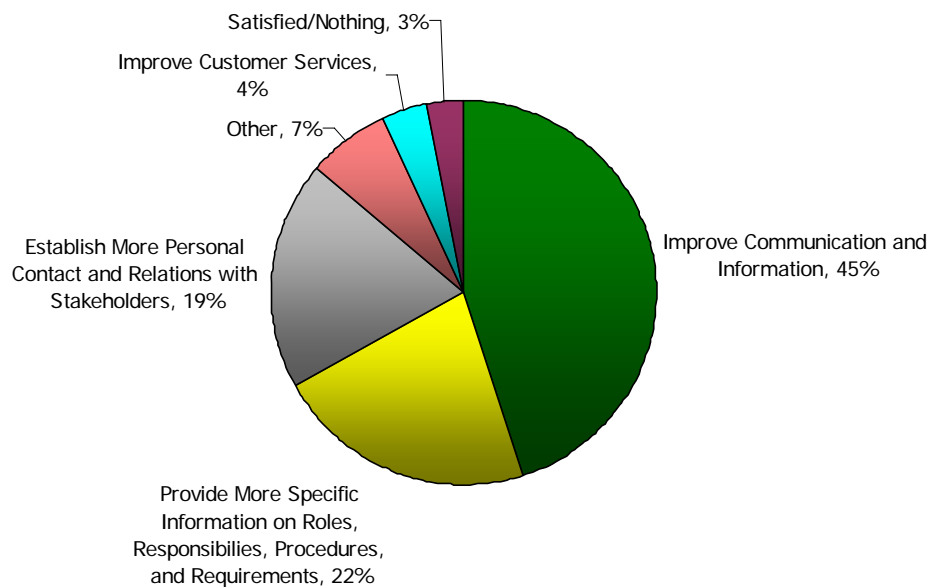
"more presence at the college. I never met anyone from the ITA in all of my four years at school"

Stakeholder Awareness

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, nearly nine in ten repeated the suggestions given by apprentices: improve communications and information; establish more personal contact and relations with stakeholders; and, provide more specific information on roles, responsibilities, procedures and requirements. Again, similar to apprentices, almost half (45%) of employers indicated a need for additional information from, and communication with the ITA. Examples of the employers' comments/suggestions appear below.

Figure 14: Ways to better inform employers of their role and responsibilities



Improve Communications and Information

"send out a little more information to the people who have apprentices; let them be aware of any changes that may come down the pipeline"

"give us some literature to read. When an apprentice signs up, they should give us packages that state all this stuff. Otherwise, how are we supposed to know"

"correspond with me. I don't get any correspondence from the ITA at all"

Provide More Specific Information on Roles, Responsibilities, and Procedures

"set out more clearly what our role is as an employer"

"send out an information package or kit to the sponsors explaining the obligations of the sponsor as well as the obligations of the ITA"

Establish More Personal Contact and Relations with Stakeholders

"more industry meetings with Employers as a group; we don't see the ITA often enough"

"be more visible. The ITA should get out and meet the employers and talk to them and the apprentices"

Stakeholder Awareness

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

A small percentage of training institutions (7%) and industry associations (6%), while a larger percentage of employers (35%), apprentices (24%), and unions (15%) reported not knowing how to get information about the ITA and its programs. Nevertheless, comparisons from 2005 indicate increased awareness of ITA information sources for training institutions, industry associations, and unions.

When asked about the sources of information, the majority of all stakeholder groups reported the ITA website as the most typical source: one in two employers and apprentices accessed the website for information. Though, employers were more likely to access the ITA main office and Customer Service Centre for information compared to apprentices.

Data Highlights for Awareness of ITA Information Sources

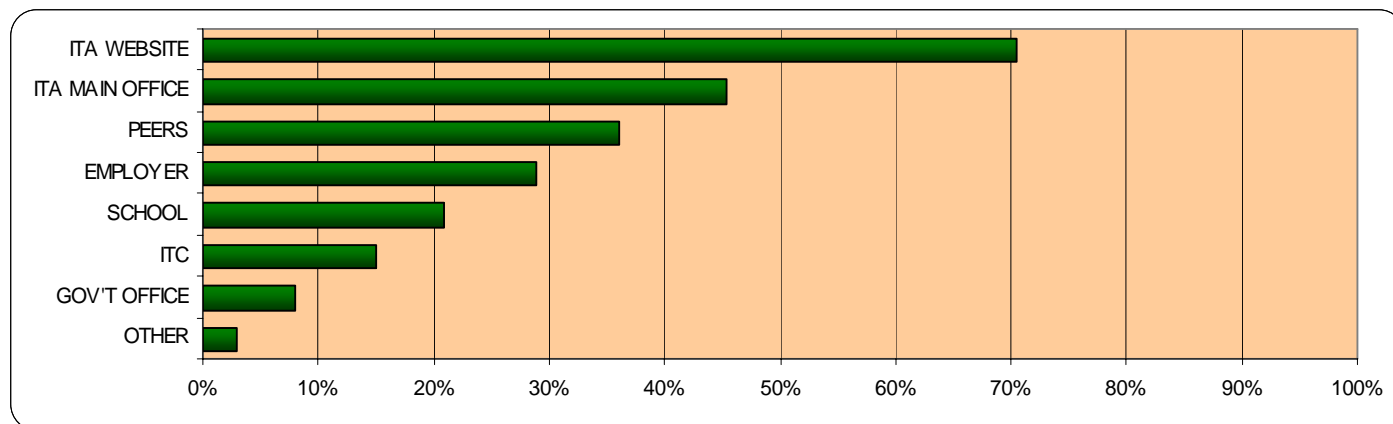
Strengths:

- 90% of training institutions and 89% of industry associations know how to get information about the ITA and its programs.

Areas for improvement:

- 61% of employers know how to get information about the ITA and its programs.
- 61% of training institutions felt it was easy to find what they were looking for on the ITA website.

Figure 15: Sources where stakeholders are most likely to obtain ITA-related information



ITO Profiles

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 8: ITO Activities/Deliverables and their Corresponding Responsibilities

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

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 2006 *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, three ITOs have been established: the Automotive Industry Training Association (AITA), Horticulture Education BC (HEBC), and the Residential Construction Industry Training Organization (RCITO). Industry has reached consensus on the establishment of an ITO for the industrial-commercial-institutional (ICI) construction sector which is expected to become operational in 2006. And the ITA has received expression of interest regarding an ITO from the Hospitality and Tourism (H&T) sector.

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.

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 top five of which were: Millwright, Heavy Duty Equipment Mechanic, Sheet Metal Worker,

ITO Profiles – AITA

Cosmetologist, and Commercial Transport Vehicle 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:

- ▶ AITA (Automotive Industry Training Association)
- ▶ HEBC (Hort Education BC)
- ▶ RCITO (Residential Construction Industry Training Organization)

Proposed ITOs:

- ▶ ICI Construction ITO (industrial-commercial-institutional)
- ▶ H & T (Hospitality and Tourism)

ITO Profiles – AITA

Automotive Industry Training Association (AITA)

The Automotive Industry Training Association (AITA) is an ITA-sanctioned Industry Training Organization. The mandate of 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 following ITA approved training programs:

- ▶ Automotive Collision Repair Technician
- ▶ Automotive Parts Person
- ▶ Automotive Service Technician
- ▶ Automotive Refinishing Technician
- ▶ Motorcycle Mechanic
- ▶ Automotive Transmission Service Technician
- ▶ Automotive Electrical and Tune-up Service Tech.
- ▶ Automotive Electrical Technician
- ▶ Automotive Glass Technician
- ▶ Automotive Machinist
- ▶ Automotive Radiator Manufacturer and Repairer
- ▶ Automotive Refinishing Prep. Technician
- ▶ Automotive Upholsterer
- ▶ Automotive Wheel Alignment, Brake & Frame Straightening Service Technician
- ▶ Automotive Wheel Alignment and Brake Service Technician
- ▶ Forklift Mechanic
- ▶ Industrial Engines and Equipment Partsperson
- ▶ Industrial Warehouse Person
- ▶ Standard Transmission Repairer
- ▶ Tire Repairer

Sample

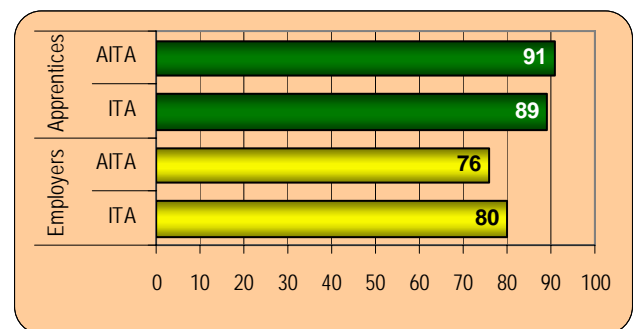
Based on information from AIMS in March 2006, the approximate population of the AITA customer group is 1,618 employers and 2,645 apprentices. Of this population, the actual sample surveyed was 204 employers and 289 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population. The overall margin of error for AITA scores is 5.4% and 6.4% for apprentices and employers, respectively.

Customer Satisfaction

CSI Score

The 2006 CSI score for the ITA apprentices and employers that are registered in training programs within the AITA's mandate are 91 and 76, respectively. These scores indicate that customer satisfaction for AITA apprentices is an area of strength and that the respective score for employers falls within the acceptable margin.

Figure 16: Customer Satisfaction Index Scores for AITA

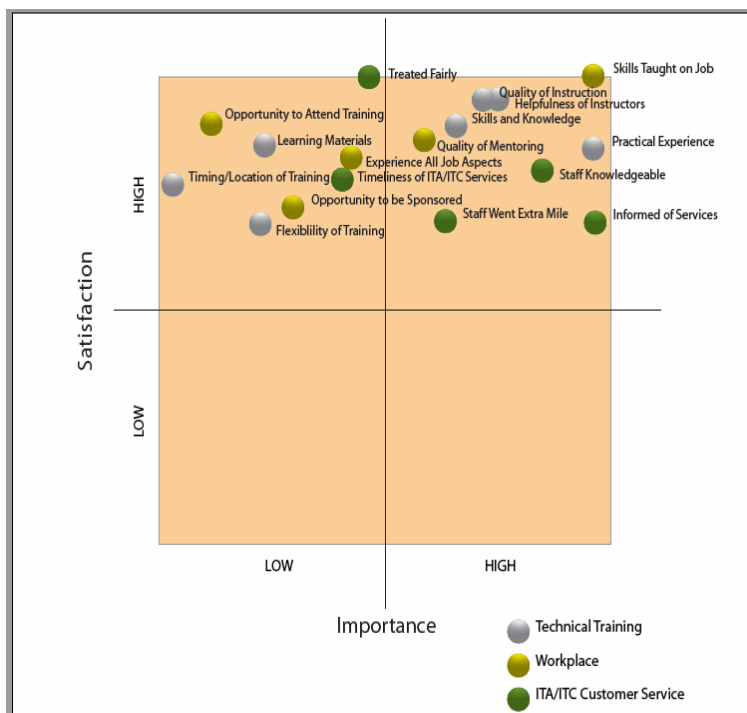


ITO Profiles – AITA

AITA Customer Satisfaction Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 93% are satisfied with their technical training experience. 92% are satisfied with workplace training. 93% are satisfied with the helpfulness of instructors and the quality of instruction. 96% are satisfied with the skills they learned on the job. 	<p>Strengths</p> <ul style="list-style-type: none"> 95% are satisfied with the contribution of apprentices to their businesses. 88% felt that they were treated fairly when contacting the ITA's Customer Service Centre
<p>Areas for Improvement</p> <ul style="list-style-type: none"> 76% are satisfied with the availability of flexible training options. 76% felt that ITA staff went the extra mile. 76% felt that they were informed of everything they needed to do to get service from the ITA. 	<p>Areas for Improvement</p> <ul style="list-style-type: none"> 28% of AITA employers find that it is easy to find apprentices for their sector. 47% of employers feel that they have enough information about how to report hours to the ITA. 52% of AITA employers felt that they were informed of everything they needed to get service from the ITA.

Figure 17: Satisfaction vs. Importance for AITA Apprentices



AITA apprentices said that practical experience and the helpfulness of instructors were the most important aspects of technical training. The helpfulness of instructors is an area of strength and the level of satisfaction with practical experience is considered acceptable.

The most important aspects of the workplace experience for AITA apprentices are the skills taught on the job, the quality of mentoring, and having opportunities to experience all aspects of the trade. The first aspect is an area of strength and the latter two aspects have acceptable satisfaction scores.

AITA apprentices ranked information on how to get service from the ITA as the most important aspect of customer service. AITA apprentices level of satisfaction with this aspect (76%) is at the bottom of the acceptable score margin, indicating a need for improvement.

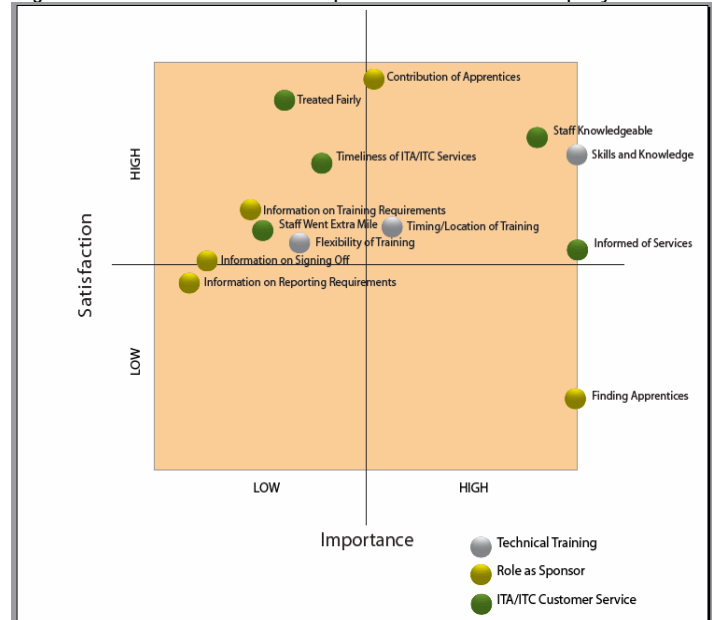
ITO Profiles – AITA

The usefulness of skills and knowledge that apprentices learn through their technical training is identified as the most important aspect of technical training for AITA employers. This score falls within the acceptable satisfaction score range but is bordering on being a strength.

Finding apprentices is ranked as the most important aspect of being a sponsor by AITA employers; however, almost seven in ten of these employers (69%) reported that it is not easy to do so. This is an area for improvement within the auto sector.

AITA employers ranked information on how to get service from the ITA as most important, however only half (52%) of these employers are satisfied with this aspect of customer service, signifying that this is an area for improvement in customer service.

Figure 18: Satisfaction vs. Importance for AITA Employers

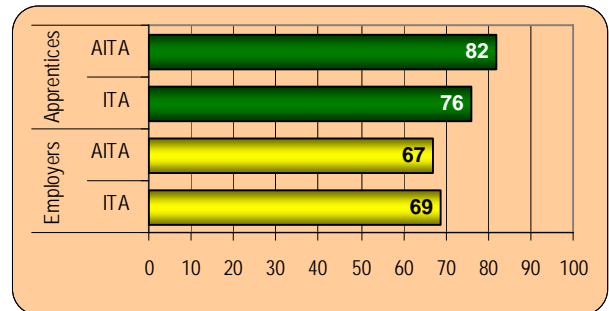


Stakeholder Awareness

SAI Score

The 2006 SAI score for the ITA apprentices and employers that are registered in training programs within the AITA's mandate are 82 and 67, respectively. The customer awareness score for apprentices indicates that this is an area of strength within the auto sector. The corresponding score for employers falls within the acceptable range for awareness scores for this stakeholder group.

Figure 19: Stakeholder Awareness Index Scores for AITA



AITA Stakeholder Awareness Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 92% are aware of their role as trainees within the industry training system. 94% are aware that they are responsible for registering themselves for technical training. 93% are aware of the requirements for completing their industry training program. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 71% are aware of the recent changes to tracking and reporting of work-based training hours. 	<p>Strengths</p> <ul style="list-style-type: none"> 82% are aware of their role within the industry training system. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 53% are aware of the ITA initiative to establish ITOs. 44% are aware of the recent changes to tracking and reporting of work-based training hours.

ITO Profiles – AITA

Awareness of ITA

Overall, the majority of AITA apprentices are aware of the role and mandate of the ITA, but AITA employers' awareness of the same topic is noticeably lower.

The majority of AITA apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system. Most (80%) AITA apprentices are aware of the ITA initiative to establish sector-oriented ITOs, and slightly less than nine in ten are aware of the ITO for their trade. While only 53% of AITA employers are aware of the ITA initiative, 66% are aware of the ITO for their trade.

Figure 20: AITA Apprentices' and Employers' awareness of ITA, in general

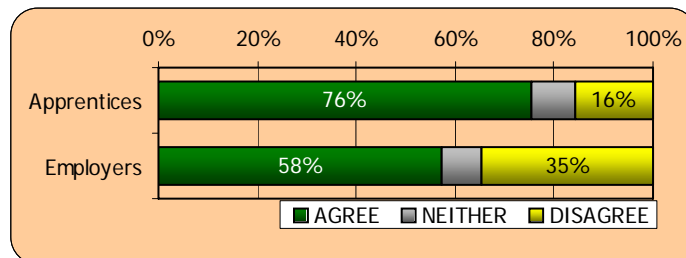
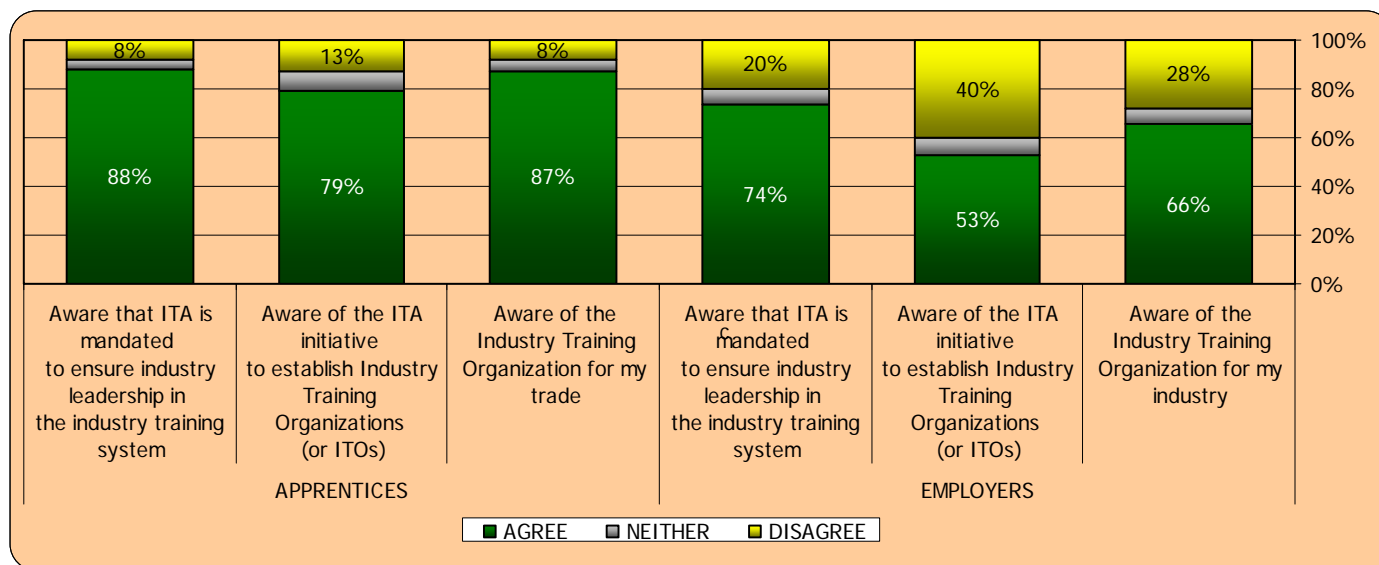


Figure 21: AITA Apprentices and Employers' awareness of ITA mandate and initiatives



Awareness of Red Seal Programs

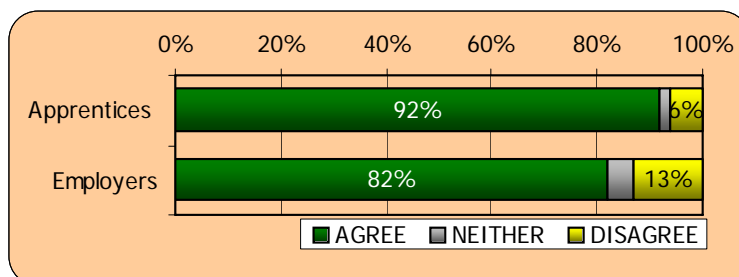
Most AITA apprentices (87%) and employers (71%) are aware that Red Seal certification programs are available to apprentices in British Columbia. AITA apprentices are significantly more aware of Red Seal opportunities than AITA employers.

Awareness of Roles and Responsibilities

Overall, both AITA apprentices and employers are aware of their respective roles and responsibilities in the industry training system.

Less than half of AITA employers reported being aware of recent reporting requirements, compared to 71% of apprentices. Similarly, AITA apprentices are more aware of their responsibilities in regard to reporting hours than are AITA employers.

Figure 22: AITA Apprentices' and Employers' awareness of roles and responsibilities, in general



ITO Profiles – HEBC

Hort Education BC (HEBC)

Hort Education BC (HEBC) was established in May 2005, and is sanctioned by the ITA as the industry training organization (ITO) for the ornamental horticulture industry in British Columbia. The purpose of HEBC is to define and make operational an industry driven training leadership and coordinating mechanism for the BC ornamental horticulture industry. HEBC’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.

HEBC 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

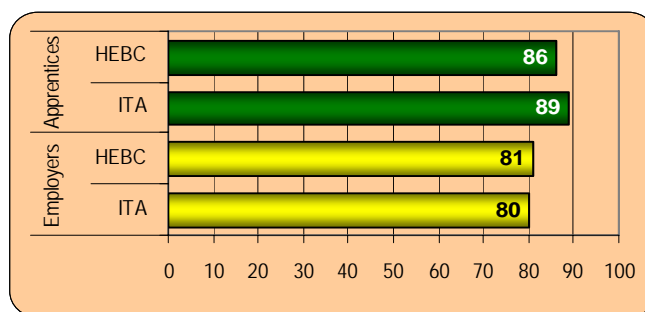
Based on information from AIMS in March 2006, the approximate population of the HEBC stakeholder group is 141 employers, and 216 apprentices. Of this population, the actual sample surveyed was 50 employers and 76 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population. The overall margin of error for AITA scores is 9.1% and 11.2% for apprentices and employers respectively. These margins of error are higher than normal and generalizations about the population should be made with caution.

Customer Satisfaction

CSI Score

The 2006 CSI score for the ITA apprentices and employers that are registered in training programs within HEBC’s mandate are 86 and 81, respectively. Both of these scores fall within the respective groups’ acceptable range for satisfaction scores.

Figure 23: Customer Satisfaction Index Scores for HEBC



HEBC Customer Satisfaction Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 92% are satisfied with workplace training. 93% are satisfied with the helpfulness of their instructors. 95% feel that they are treated fairly when contacting the ITA’s Customer Service Centre <p>Areas for Improvement</p> <ul style="list-style-type: none"> 70% are satisfied with the amount of practical experience that they receive during the in-school portion of their training. 60% feel that they are informed of everything they need to get service from the ITA. 64% feel that staff went the extra mile when contacting the ITA Customer Service Centre. 75% are satisfied with the amount of time it took to get service from the ITA’s Customer Service Centre. 	<p>Strengths</p> <ul style="list-style-type: none"> 89% are satisfied with the technical training that apprentices receive. 88% are satisfied with their experience of being a sponsor. 85% are satisfied with the usefulness of the skills and knowledge that apprentices learn through their technical training program. 100% believe that apprentices make a positive contribution to their business. 89% believe that it is easy to register an apprentice. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 45% find it easy to find apprentices. 51% feel they have enough information about the training they are expected to provide to apprentices.

ITO Profiles – HEBC

Figure 24: Satisfaction vs. Importance for HEBC Apprentices



Apprentices

HEBC apprentices said that practical experience and quality of instruction were the most important aspects of technical training. The satisfaction score for quality of instruction falls within the higher end of the acceptable score range. However, relatively low satisfaction with the amount of practical experience during the in-school portion of training indicates an area for improvement.

The most important aspect of the workplace experience for HEBC apprentices is the skills taught on the job. The score for this aspect falls in the upper end of the acceptable range for satisfaction scores.

HEBC apprentices ranked the knowledge and competence of ITA staff as most important, with most (85%) indicating satisfaction with this aspect of customer service. This is an acceptable satisfaction score for this stakeholder group.

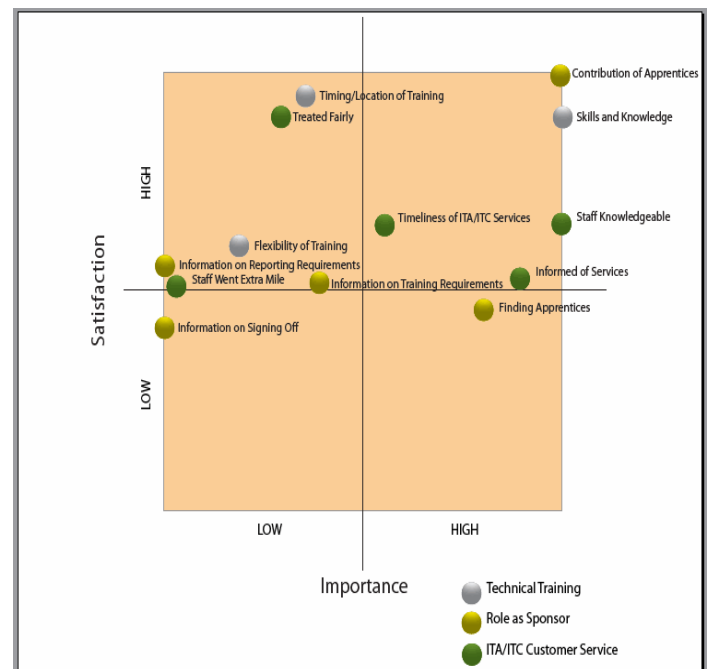
Employers

The usefulness of skills and knowledge that apprentices learn through their technical training is identified as the most important aspect of technical training for HEBC employers. The level of satisfaction in this area is strength for ITA employers within the HEBC mandate.

HEBC employers found the contribution of apprentices to be the most important aspect of being a sponsor, and all (100%) HEBC employers surveyed indicated satisfaction with this aspect. Finding apprentices was also indicated as an important aspect of being a sponsor by HEBC employers; however almost half (47%) reported that it is not easy to find apprentices, signalling that this is an area for improvement.

HEBC employers ranked the knowledge and competence of ITA staff as the most important aspect of customer service. The corresponding score for this aspect falls within the acceptable range for satisfaction scores for the employer group. Information on how to get service from the ITA was also ranked as important by HEBC employers, however this score lies barely within the acceptable score range.

Figure 25: Satisfaction vs. Importance for HEBC Employers



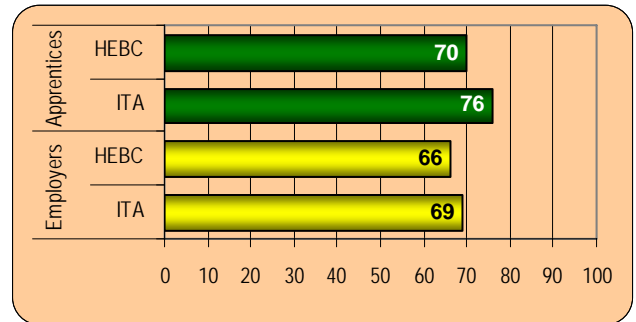
ITO Profiles – HEBC

Stakeholder Awareness

SAI Score

The 2006 SAI score for the ITA apprentices and employers that are registered in training programs within HEBC’s mandate are 70 and 66, respectively. These scores both fall within the respective groups’ acceptable range for awareness scores.

Figure 26: Stakeholder Awareness Index Scores for HEBC



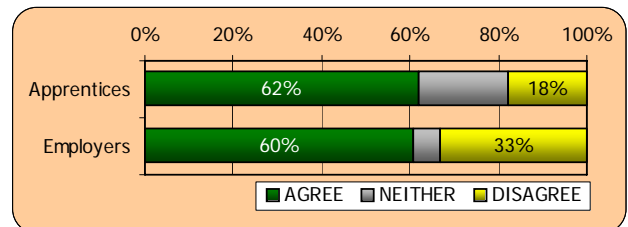
HEBC Stakeholder Awareness Data Highlights

Apprentices	Employers
<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> 62% are aware of the role and mandate of the ITA. 65% are aware that Red Seal certification programs are available to apprentices in BC. 63% are aware of the recent changes to tracking and reporting of work-based training for apprentices. 64% know how to get information about the ITA and its programs. 	<p><u>Strengths</u></p> <ul style="list-style-type: none"> 78% of employers are aware of their roles and responsibilities as a sponsor in the BC industry training system. 78% are aware that the ITA is mandated to ensure industry leadership in the industry training system. <p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> 41% are aware of the recent changes to tracking and reporting of work-based training for apprentices. 38% are aware that Red Seal certification programs are available to apprentices in BC.

Awareness of ITA

The overall awareness scores for HEBC employers and apprentices are quite similar. The score for apprentices falls below the acceptable range of awareness scores for this stakeholder group, indicating that this is an area for improvement. The score for employers falls within the bottom portion of this stakeholder group’s acceptable range for awareness score, also indicating room for improvement.

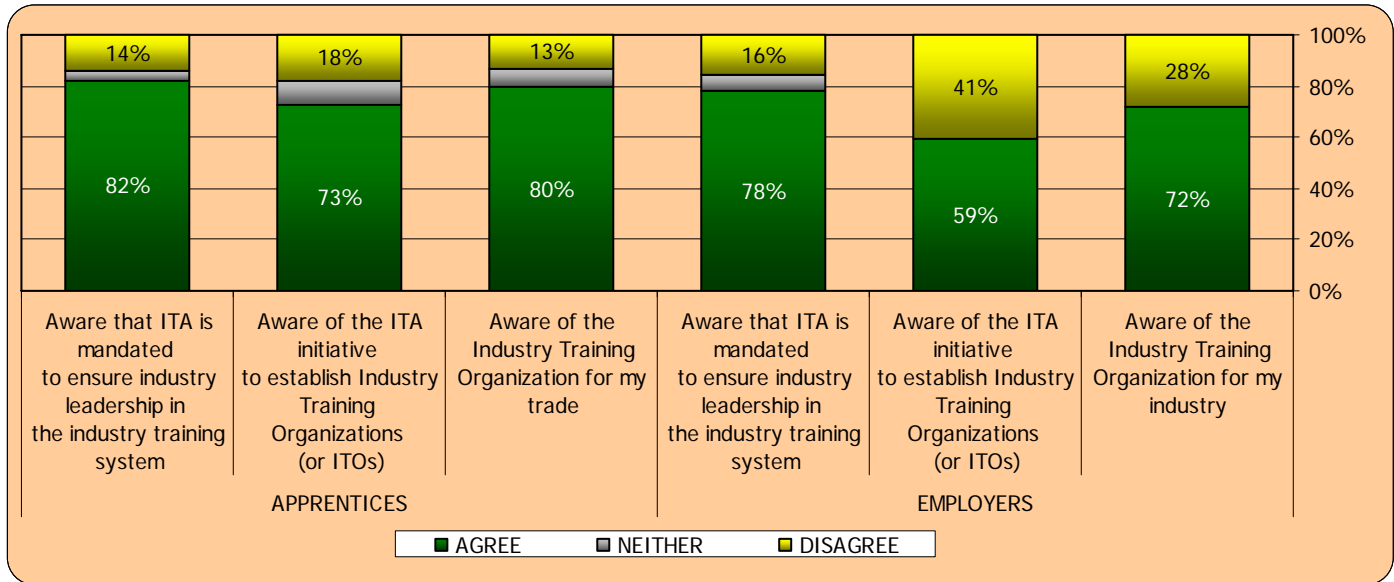
Figure 27: HEBC Apprentices’ and Employers’ awareness of ITA, in general



The majority of HEBC apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system. Almost three quarters of HEBC apprentices are aware of the ITA initiative to work toward sector-oriented ITOs, and 80% are aware of the ITO for their trade. As shown in Figure 28, while only 59% of HEBC employers are aware of the ITA initiative, close to three quarters (72%) are aware of the ITO for their trade.

ITO Profiles – HEBC

Figure 28: HEBC Apprentices and Employers' awareness of ITA mandate and initiatives



Awareness of Red Seal Programs

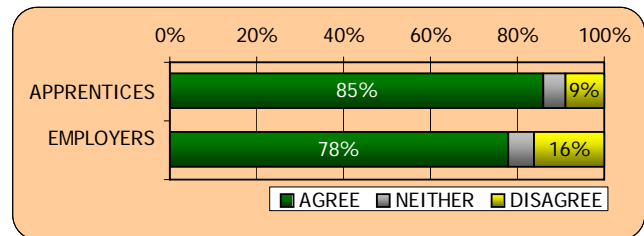
When HEBC apprentices and employers were asked whether they were aware that Red Seal certification programs were available in BC, apprentices indicated moderate (65%) awareness, and employers indicated low (38%) awareness of Red Seal programs.

Awareness of Roles and Responsibilities

Overall, both HEBC apprentices and employers are aware of their respective roles and responsibilities in the industry training system.

Less than half of HEBC employers reported being aware of recent changes to reporting requirements, compared to 63% of HEBC apprentices. Similarly, HEBC apprentices are more aware of their responsibilities in regard to reporting hours than are HEBC employers.

Figure 29: HEBC Apprentices' and Employers' awareness of roles and responsibilities, in general



ITO Profiles – H & T

Hospitality and Tourism (H&T)

The Hospitality and Tourism ITO (H&T) is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. The responsibilities of the H&T ITO will reflect the activities/deliverables and responsibilities of ITOs presented in Table 8 presented at the beginning of the ITO section. Furthermore, upon formation, the H&T will develop a business plan to outline its role and responsibilities in the context of the hospitality and tourism sector.

H&T 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 those which had been proposed to likely fall within H&T's mandate at the time of the survey's administration:

- Baker
- Cook

Sample

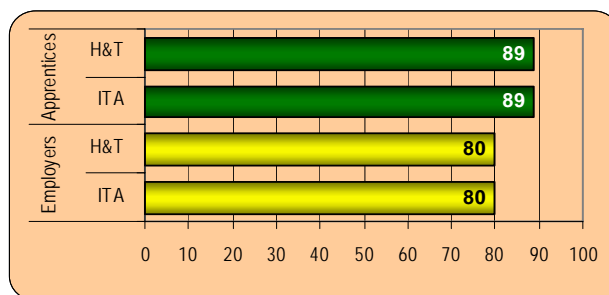
Based on information from AIMS in March 2006, the approximate population of the H&T customer group is 639 employers and 1,409 apprentices. Of this population, the actual sample surveyed was 152 employers, and 254 apprentices. Targets were set by trades/programs within the sector to ensure that the sample was representative of the survey population. The margins of error for H&T apprentices and employers are 5.6% and 6.9% respectively.

Customer Satisfaction

CSI Score

The 2006 CSI scores for H&T apprentices and employers are 89 and 80 respectively. Both scores fall within the acceptable range established by the thresholds.

Figure 30: Customer Satisfaction Index Scores for H&T

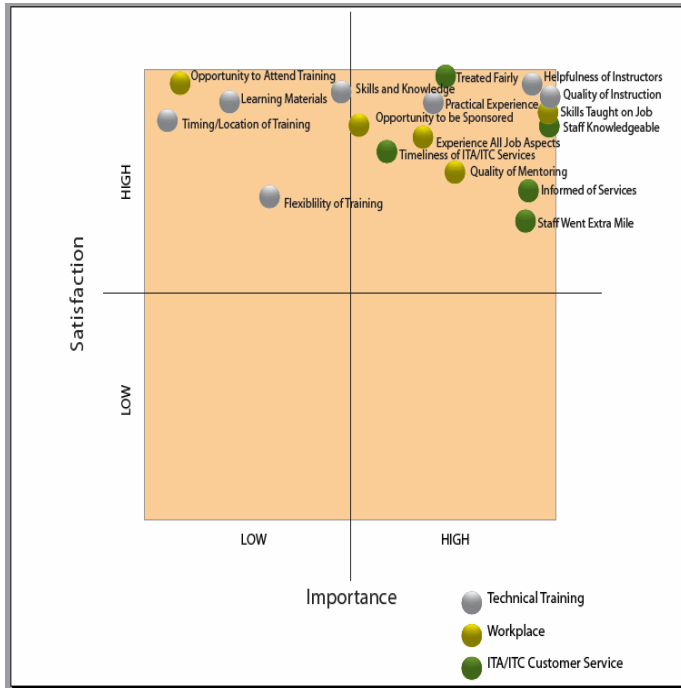


H&T Customer Satisfaction Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> • 94% are satisfied with their technical training experience. • 94% are satisfied with the quality of instruction received. • 91% are satisfied with the amount of practical experience during the in-school portion of the training. • 92% are satisfied with the helpfulness of instructors. • 93% are satisfied with the usefulness of skills and knowledge learned through the technical training. • 94% feel that they are treated fairly when contacting the ITA's Customer Service Centre <p>Areas for Improvement</p> <ul style="list-style-type: none"> • 78% feel they are informed of everything they need to get service from the ITA/ITC. • 73% felt ITA staff went the extra mile. 	<p>Strengths</p> <ul style="list-style-type: none"> • 84% are satisfied with the technical training apprentices receive. • 86% are satisfied with their experience as a sponsor. • 87% feel that they are treated fairly when contacting the ITA's Customer Service Centre • 98% of employers believe that apprentices make a positive contribution to employers' businesses. <p>Areas for Improvement</p> <ul style="list-style-type: none"> • 46% feel it is easy to find apprentices. • 47% feel they are informed of everything they need to get service from the ITA/ITC. • 49% feel they have enough information about how to report work-based training hours to the ITA.

ITO Profiles – H & T

Figure 31: Satisfaction vs. Importance for H&T Apprentices



Apprentices

For H&T apprentices, the quality of instruction, the helpfulness of instructors, and the amount of practical experience are the three most important aspects of the technical training experience. All three aspects had satisfaction scores above the threshold, indicating areas of strength.

The most important aspect of the workplace training experience for H&T apprentices is the skills taught on the job. The satisfaction score for this aspect fell within the acceptable range established by the thresholds.

H&T apprentices rated the knowledge and competence of ITA/ITC staff, the information provided to get service from the ITA/ITC, and the ability of the ITA/ITC staff to go the extra mile as the three most important aspects of ITA/ITC customer service. While the satisfaction score for the first aspect was within the acceptable range, satisfaction scores for the information provided and the ability of the staff to go the extra mile fell below the established threshold, indicating areas for improvement.

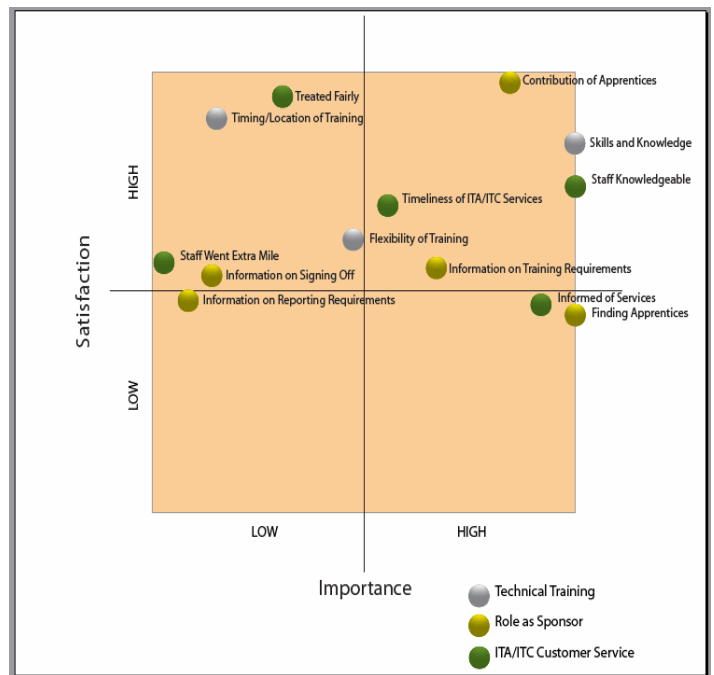
Employers

According to H&T employers, the usefulness of skills and knowledge learned through technical training is the most important aspect of the technical training apprentices receive. The satisfaction score for this aspect is located within the acceptable range.

The most important aspect of being a sponsor for H&T employers is the ability to find apprentices. A low satisfaction score (46%) in this aspect indicates a need for improvement.

H&T employers rated the knowledge and competence of ITA/ITC staff and the information provided to get service from the ITA as the two most important aspects of ITA/ITC customer service. While the satisfaction score for the knowledge and competence of ITA/ITC staff is acceptable, only 47% of H&T employers felt informed of everything they had to do to get service from the ITA, indicating a need for improvement.

Figure 32: Satisfaction vs. Importance for H&T Employers



ITO Profiles – H & T

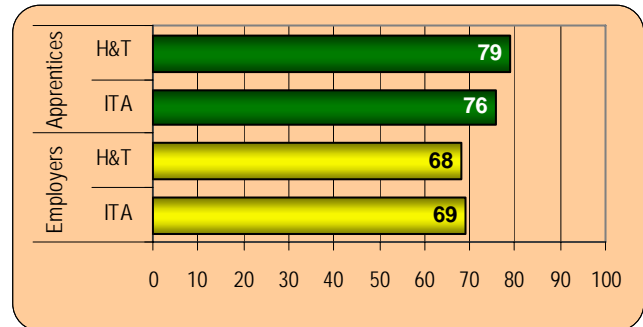
Stakeholder Awareness

SAI Score

The 2006 SAI score for the ITA apprentices and employers that are registered in training programs within H&T's mandate are 79 and 68, respectively. These scores both fall within the respective groups' acceptable range for awareness scores.

H&T Stakeholder Awareness Data Highlights

Figure 33: Stakeholder Awareness Index Scores for H&T



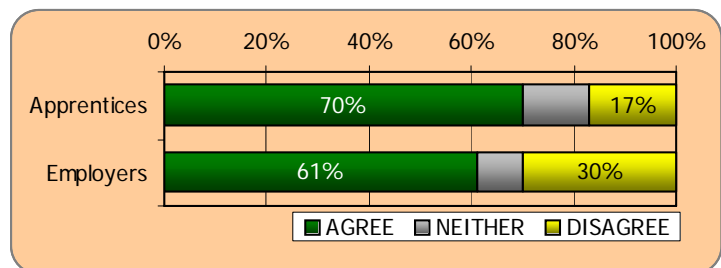
Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 91% are aware of their roles and responsibilities in the BC industry training system. 96% are aware that Red Seal certification programs are available to apprentices in BC. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 70% are aware of the role and mandate of the ITA. 70% are aware of the recent changes to the tracking and reporting of work-based training. 	<p>Strengths</p> <ul style="list-style-type: none"> 84% are aware of their roles and responsibilities in the BC industry training system. 95% are aware that Red Seal certification programs are available to apprentices in BC. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 44% are aware of the recent changes to the tracking and reporting of work-based training. 55% are aware of the ITA initiative to establish Industry Training Organizations (ITOs).

Awareness of ITA

Overall, most HEBC apprentices (70%) and employers (61%) are aware of the role and mandate of the ITA. The majority of H&T apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system.

Three quarters of H&T apprentices are aware of the ITA initiative to work toward sector-oriented ITOs, while only 55% of H&T employers are aware of the ITA initiative.

Figure 34: H&T Apprentices' and Employers' awareness of ITA, in general

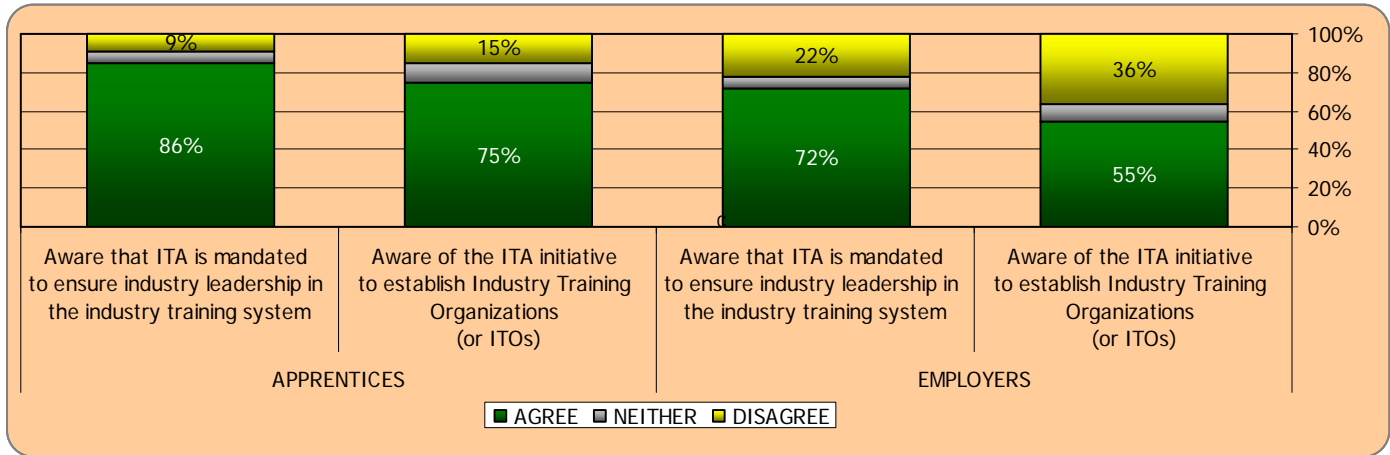


Awareness of Red Seal Programs

Most H&T apprentices (96%) and employers (95%) agreed when asked whether they were aware that Red Seal certification programs are available in British Columbia.

ITO Profiles – H & T

Figure 35: H&T Apprentices and Employers' awareness of ITA mandate and initiatives

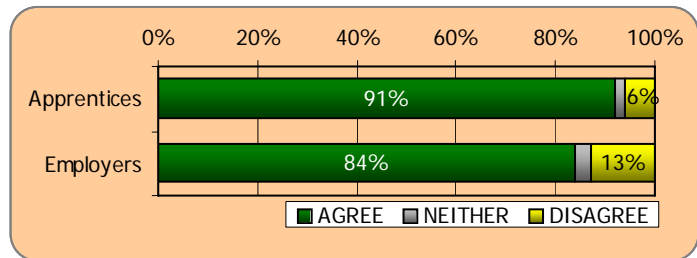


Awareness of Roles and Responsibilities

Overall, both H&T apprentices and employers are aware of their respective roles and responsibilities in the industry training system.

Less than half of H&T employers reported being aware of recent changes to reporting requirements, compared to 70% of apprentices. Similarly, H&T apprentices are more aware of their responsibilities in regard to reporting hours than are H&T employers.

Figure 36: H&T Apprentices' and Employers' awareness of role and responsibilities, in general



ITO Profiles – ICI Construction

Industrial-Commercial-Institutional (ICI)

The Industrial-Commercial-Institutional (ICI) Construction ITO is still in the proposal stage, yet to be sanctioned as an ITO by the ITA. However, it has been the subject of widespread discussion and consultation within the sector. The responsibilities of the ICI ITO will reflect the activities/deliverables and responsibilities of ITOs presented in Table 8, presented at the beginning of the ITO profiles. Furthermore, upon formation, this ITO will develop a business plan to outline its role and responsibilities in the context of the industrial-commercial-institutional construction sector.

ICI 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 have been proposed to likely fall within ICI's mandate at the time of the administration of the 2006 *Customer Satisfaction and Stakeholder Awareness Survey*:

- ▶ Architectural Sheet Metal
- ▶ Bricklayer
- ▶ Carpenter
- ▶ Cement Mason
- ▶ Drywall Finisher
- ▶ Electrician
- ▶ Elevator Constructor/Mechanic
- ▶ Floor Coverer
- ▶ Gas Fitter
- ▶ Glazier
- ▶ Hardwood Floor Layer
- ▶ Heat & Frost Insulator
- ▶ Ironworker
- ▶ Joiner
- ▶ Mason
- ▶ Metal Fabricator
- ▶ Painter/Decorator
- ▶ Piledriver/Bridgeman
- ▶ Pipefitter/Steam Fitter
- ▶ Plasterer
- ▶ Plumber
- ▶ Refrigeration Mechanic
- ▶ Roofer, Damp & Waterproofer
- ▶ Sheet Metal
- ▶ Sprinkler System Fitter/Installer
- ▶ Tiler
- ▶ Wall & Ceiling Installer
- ▶ Welder / Steel Fabricator
- ▶ Formwork Technician
- ▶ Reinforcing Bar Installer

Sample

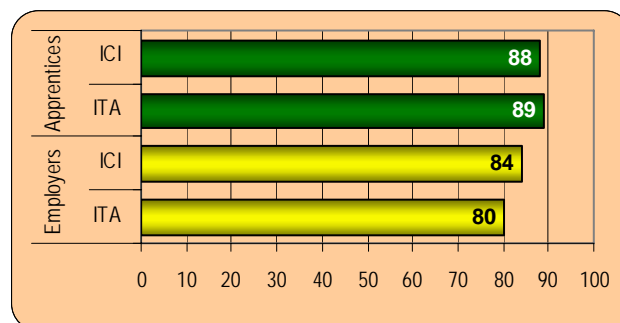
Based on information from AIMS in March 2006, the approximate population of the ICI stakeholder group is 3,829 employers and 12,354 apprentices. Of this population, the actual sample surveyed was 281 employers, and 504 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey population. The overall margin of error for ICI apprentices and employers is 4.3% and 5.6% respectively.

Customer Satisfaction

CSI Score

The 2006 CSI score is 88 for ICI apprentices and 84 for ICI employers. The customer satisfaction score for ICI employers indicates that this is an area of strength, while the ICI apprentice satisfaction score falls within the acceptable range.

Figure 37: Customer Satisfaction Index Scores for ICI

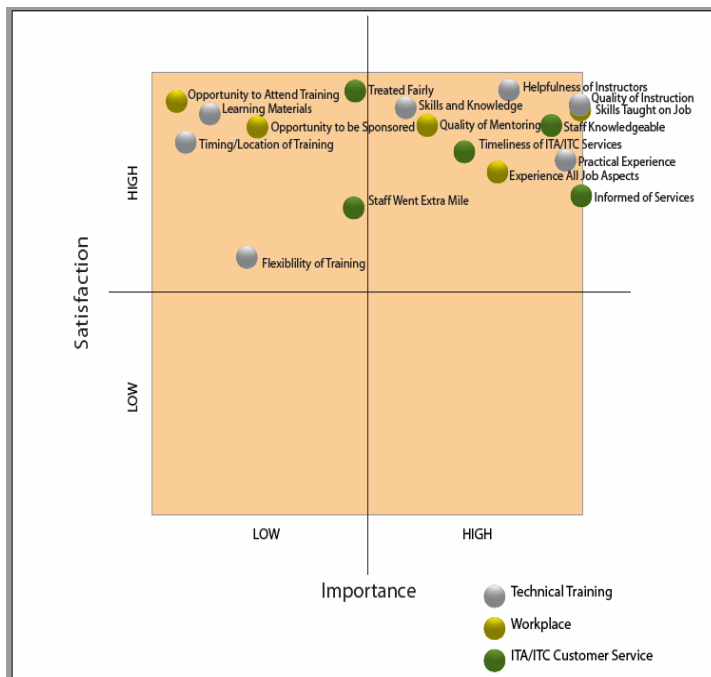


ITO Profiles – ICI Construction

ICI Customer Satisfaction Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 91% are satisfied with their workplace training experience. 91% are satisfied with the quality of instruction. 92% are satisfied with the helpfulness of instructors. 94% feel they are treated fairly when contacting the ITA's Customer Service Centre. 	<p>Strengths</p> <ul style="list-style-type: none"> 89% are satisfied with the technical training apprentices receive and with the experience of being a sponsor. 90% feel they are treated fairly when contacting the ITA's Customer Service Centre. 85% are satisfied with the usefulness of skills and knowledge that apprentices learn through the technical training program. 98% believe apprentices make a positive contribution to employers' businesses.
<p>Areas for Improvement</p> <ul style="list-style-type: none"> 72% of apprentices felt informed of everything they had to do to get service from the ITA. 	<p>Areas for Improvement</p> <ul style="list-style-type: none"> 42% of employers feel it is easy to find apprentices.

Figure 38: Satisfaction vs. Importance for ICI Apprentices



Apprentices

ICI apprentices stated that the quality of instruction, the amount of practical experience, and the helpfulness of instructors are the most important aspects of their technical training experience. Satisfaction scores for the quality of instruction and helpfulness of instructors indicate that these are two areas of strength, while apprentice satisfaction with the amount of practical experience falls within the acceptable range.

Regarding their workplace training experience, ICI apprentices rated the skills taught on the job and the opportunities to experience all aspects as the two most important components. Satisfaction scores for both components are within the acceptable range.

The most important aspects of customer service for ICI apprentices are the information provided, the knowledge and competence of ITA/ITC staff, and the timeliness of service from the ITA. While satisfaction scores for the latter two aspects fall within the acceptable range, the satisfaction score for the information provided by the ITA is below the established threshold, indicating an area for improvement.

ITO Profiles – ICI Construction

Employers

ICI employers rated the usefulness of skills and knowledge apprentices learn through technical training as the most important aspect of the technical training experience. A high satisfaction score among ICI employers in this aspect indicates that this is an area of strength.

Regarding their experience as a sponsor, ICI employers rate the ease of finding apprentices and the contribution of apprentices as the two most important aspects. Almost all (98%) ICI employers believe that apprentices make a positive contribution, indicating an area of strength. However, only 42% of ICI employers feel it is easy to find apprentices, indicating a need for improvement in this area.

The information provided by the ITA/ITC, the knowledge and competence of ITA/ITC staff, and the timeliness of service from the ITA are the three aspects of customer service rated as most important by ICI employers. Satisfaction scores for all three aspects fall within the acceptable range established by the thresholds.

Figure 39: Satisfaction vs. Importance for ICI Employers

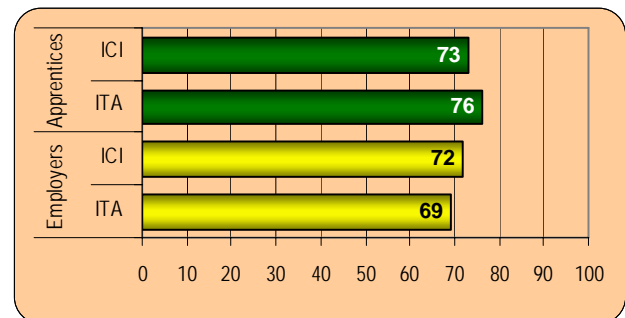


Stakeholder Awareness

SAI Score

The 2006 SAI score for the ITA apprentices and employers that are registered in training programs within ICI's mandate are 73 and 72, respectively. These scores both fall within the respective groups' acceptable range for awareness scores.

Figure 40: Stakeholder Awareness Index Scores for H&T



ICI Stakeholder Awareness Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 91% are aware of their roles and responsibilities in the BC industry training system. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 65% are aware of the role, mandate of the ITA. 64% know how to get information about the ITA and its programs. 68% are aware of the ITA initiative to establish Industry Training Organizations (ITOs). 67% are aware of the recent changes to the tracking and reporting of work-based training. 	<p>Strengths</p> <ul style="list-style-type: none"> 87% are aware of their roles and responsibilities in the BC industry training system. 82% are aware that the ITA is mandated to ensure industry leadership in the industry training system. 82% are aware that Red Seal Certification programs are available to apprentices in BC. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 47% are aware of the recent changes to the tracking and reporting of work-based training.

ITO Profiles – ICI Construction

Awareness of ITA

Almost two thirds of ICI apprentices are aware of the ITA initiative to work toward sector-oriented ITOs, while only 59% of ICI employers are aware of the ITA initiative.

Awareness of Red Seal Programs

Most ICI apprentices (87%) and employers (82%) agreed when asked whether they were aware that Red Seal certification programs are available in BC.

Figure 41: ICI Apprentices' and Employers' awareness of ITA, in general

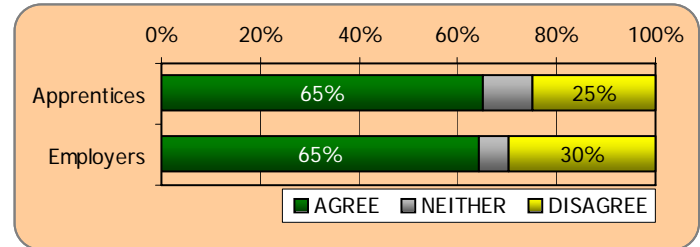
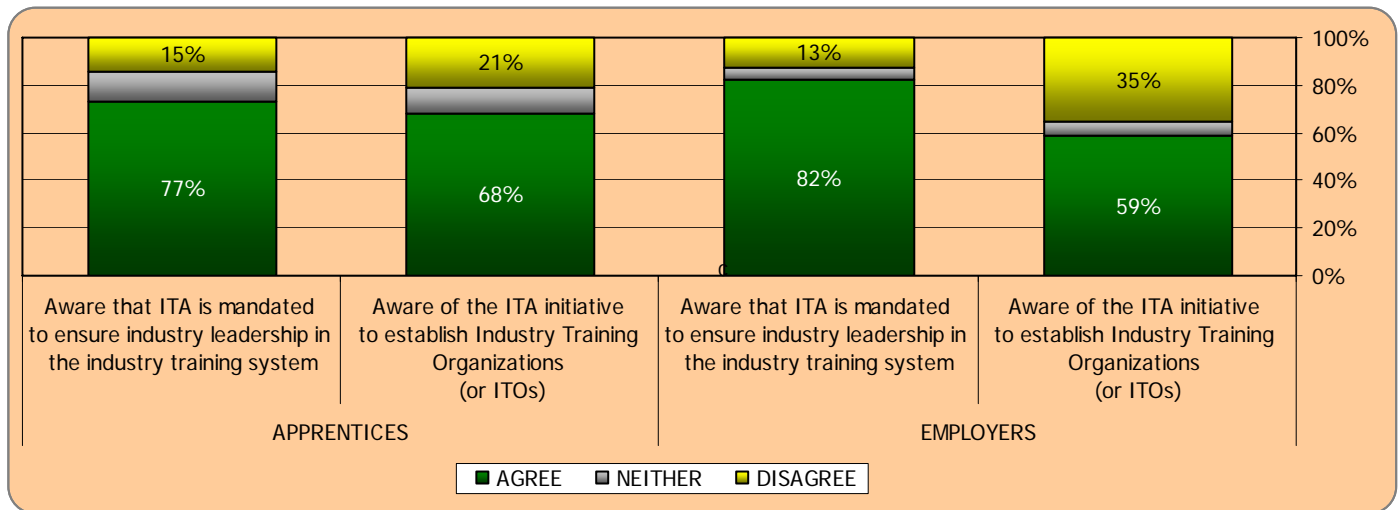


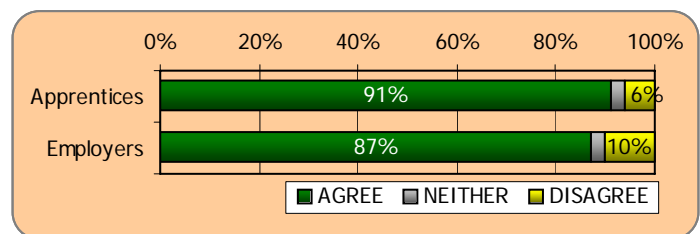
Figure 42: ICI Apprentices and Employers' awareness of ITA mandate and initiatives



Awareness of Roles and Responsibilities

Overall, both ICI apprentices and employers are aware of their respective roles and responsibilities in the industry training system. However, less than half of ICI employers are aware of the recent changes to reporting requirements, compared to 67% of apprentices. Similarly, ICI apprentices are more aware of their responsibilities in regard to reporting hours than are ICI employers.

Figure 43: ICI Apprentices' and Employers' awareness of roles and responsibilities, in general



ITO Profiles – RCITO

Residential Construction Industry Training Organization (RCITO)

The Residential Construction Industry Training Organization (RCITO) was established in the fall of 2005 and 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.

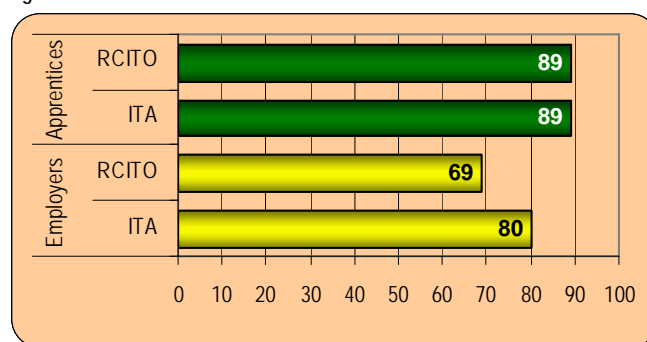
RCITO is accountable to its customers (employers and apprentices) and the ITA for the standards and outcomes of the following training programs which fall within its mandate:

- ▶ Residential Construction Framing Technician
- ▶ Building Envelope Technician
- ▶ Residential Oilburner Mechanic
- ▶ Locksmith
- ▶ Residential Building Maintenance Worker
- ▶ Log Builder
- ▶ Residential Steep Roofer

Sample

Based on information from AIMS the approximate population of the RCITO stakeholder group is 33 employers, and 457 apprentices. Of this population, the actual sample surveyed was 12 employers, and 117 apprentices. Targets were set by trades/programs within the ITO to ensure that the sample was representative of the survey. The overall margin of error for RCITO score is 7.8% and 22.9% for apprentices and employers respectively. These margins of error are higher than normal due to small sample sizes, so generalizations of the data to the population should be made with caution.

Figure 44: Customer Satisfaction Index Scores for RCITO



Customer Satisfaction

CSI Score

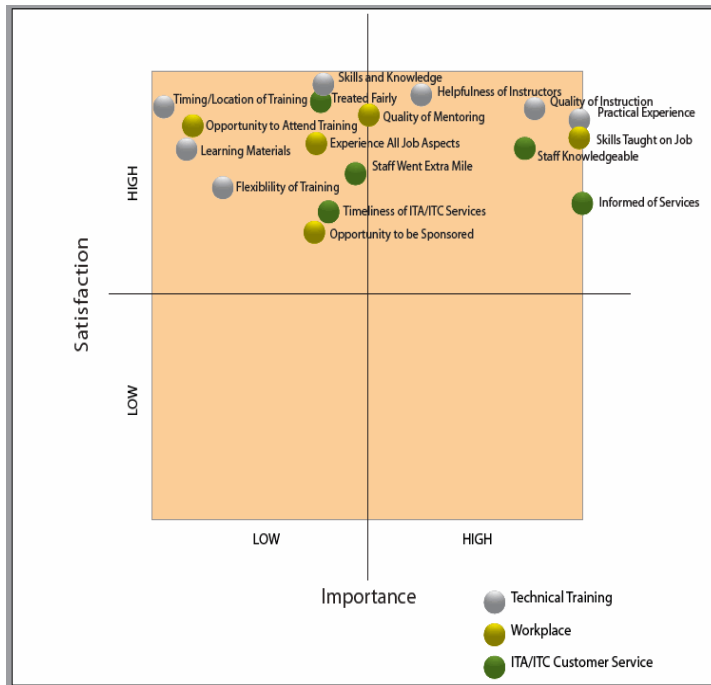
The 2006 CSI scores for RCITO apprentices and employers are 89 and 69 respectively. Both scores fall within the acceptable range when applying threshold levels.

RCITO Customer Satisfaction Data Highlights

Apprentices	Employers
<p>Strengths</p> <ul style="list-style-type: none"> 91% of apprentices are satisfied with their technical training experience. 93% of apprentices are satisfied with their workplace training experience. 93% of apprentices satisfied with the quality of instruction received. 94% of apprentices satisfied with the usefulness of the skills and knowledge learned through the technical training program. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 72% of apprentices are satisfied with the flexibility of technical training options. 71% of apprentices felt informed of everything they had to do to get service from the ITA. 	<p>Strengths</p> <ul style="list-style-type: none"> 83% of employers are satisfied with their experience as a sponsor. 100% of employers believe apprentices make a positive contribution to their business. 83% of employers feel it is easy to register as an apprentice. <p>Areas for Improvement</p> <ul style="list-style-type: none"> 50% of employers satisfied with the technical training apprentices receive. 45% of employers feel it is easy to find apprentices. 27% of employers feel they have enough information about the type of training they are expected to provide to apprentices.

ITO Profiles – RCITO

Figure 45: Satisfaction vs. Importance for RCITO Apprentices



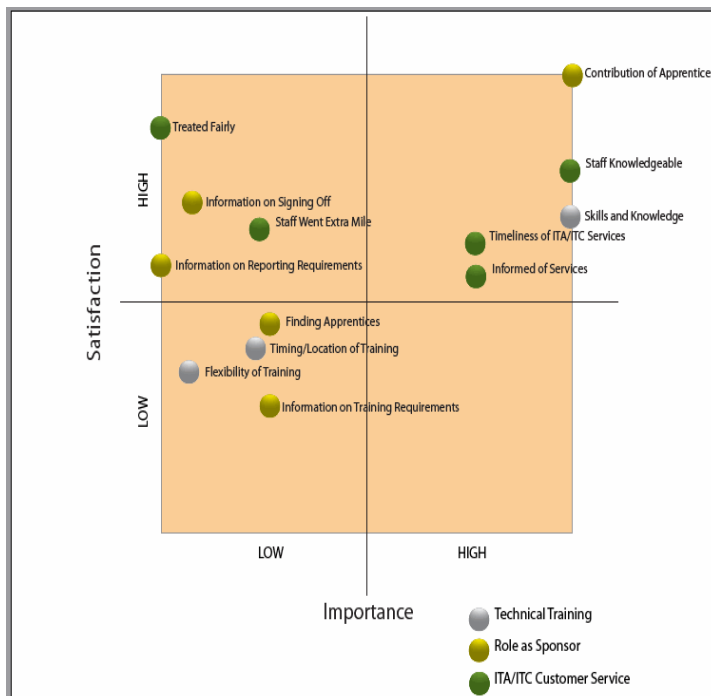
Apprentices

RCITO apprentices said that the amount of practical experience and the quality of instruction were the most important aspects of technical training. The quality of instruction is an area of strength while the amount of practical experience falls within the acceptable range.

For RCITO apprentices workplace experiences, the skills taught on the job was rated as most important. In total, 88% of RCITO apprentices expressed satisfaction with this aspect of their workplace experience.

RCITO apprentices ranked information on how to get service from the ITA and the knowledge/competence of ITA staff as the two most important aspects of ITA customer service. While the satisfaction score for the knowledge and competence of ITA staff falls within the acceptable range, the satisfaction of RCITO apprentices with the information on how to get services from the ITA was identified as a weakness, indicating a need for improvement.

Figure 46: Satisfaction vs. Importance for RCITO Employers



Employers

For RCITO employers, the usefulness of skills and knowledge that apprentices learn through their technical training was ranked as most important aspect of technical training. The satisfaction score for this aspect falls within the acceptable range.

The contribution of apprentices to employers' businesses was ranked as the most important aspect of being a sponsor by RCITO employers. All RCITO employers believe that apprentices make a positive contribution to employers' businesses, indicating an area of strength that requires maintenance.

RCITO employers rated the knowledge/competence of ITA staff, the timeliness of service from the ITA, and the information provided to get service from the ITA as the most important aspects of customer service. Satisfaction scores among RCITO employers on all three aspects fall within the acceptable range.

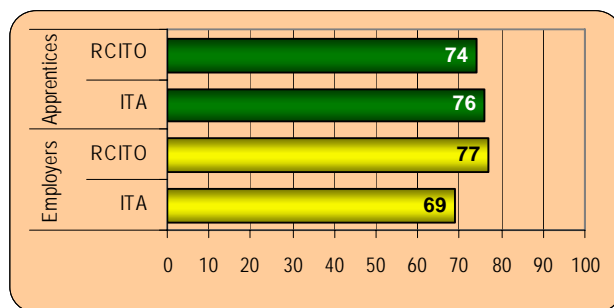
ITO Profiles – RCITO

Stakeholder Awareness

SAI Score

The 2006 SAI score for the ITA apprentices and employers that are registered in training programs within ICI's mandate are 74 and 77, respectively. These scores both fall within the respective groups' acceptable range for awareness scores.

Figure 47: Stakeholder Awareness Index Scores for RCITO



RCITO Stakeholder Awareness Data Highlights

Apprentices	Employers
<p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> 72% are aware of the role and mandate of the ITA. 63% know how to get information about the ITA and its programs. 68% are aware of the recent changes to the tracking reporting of work-based training for apprentices. 	<p><u>Strengths</u></p> <ul style="list-style-type: none"> 83% are aware of the role and mandate of the ITA. 82% are aware of their role and responsibilities in the BC industry training system. 92% are aware that the ITA is mandated to ensure industry leadership in the industry training system. <p><u>Areas for Improvement</u></p> <ul style="list-style-type: none"> 42% are aware of the recent changes to the tracking reporting of work-based training for apprentices. 55% know they are responsible for reporting work-based training hours to the ITC.

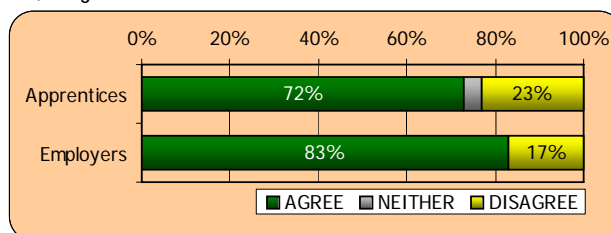
Awareness of ITA

Overall, RCITO Apprentices and employers are aware of the role and mandate of the ITA.

Most RCITO Apprentices and employers are aware that the ITA is mandated to ensure industry leadership of the industry training system.

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. While only 58% of RCITO employers are aware of the ITA initiative, almost 70% are aware of the ITO for their trade.

Figure 48: RCITO Trainees' and Employers' awareness of ITA, in general

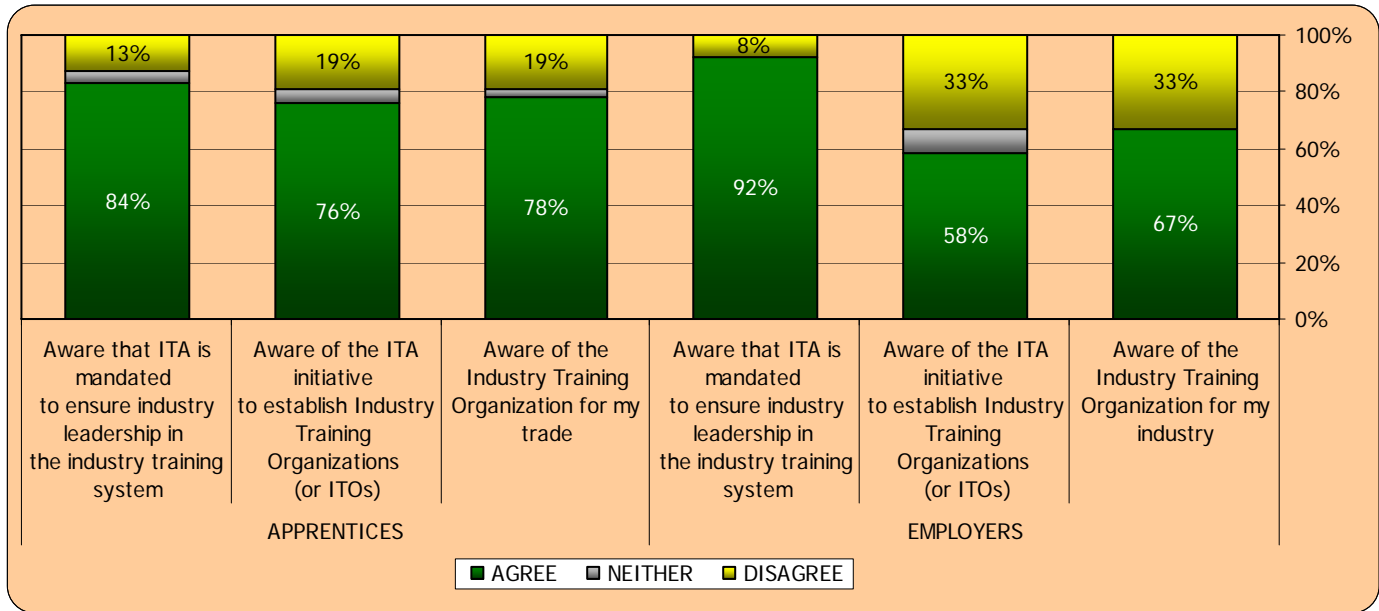


ITO Profiles – RCITO

Awareness of Red Seal Programs

When RCITO apprentices and employers were asked whether they were aware that Red Seal certification programs were available in BC, apprentices indicated significantly higher (85%) awareness than employers (64%).

Figure 49: 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.

Less than half of RCITO employers reported being aware of recent reporting requirements, compared to 63% of apprentices. Similarly, RCITO apprentices are significantly more aware of their responsibilities in regard to reporting training hours than are RCITO employers.

Figure 50: RCITO Apprentices' and Employers' awareness of roles and responsibilities, in general

