

## INTRODUCTION

Good [MORNING, AFTERNOON, EVENING],

May I speak to \_\_\_\_\_?

Hello, my name is \_\_\_\_\_. I am calling on behalf of the Industry Training Authority (ITA), the body responsible for overseeing the industry training system in BC (commonly known as the apprenticeship system). The ITA is interested in getting your feedback on customer service, as well as assessing your awareness of the ITA and other aspects of the industry training system.

All the information that you provide will be kept confidential by BC STATS, who is conducting the survey on behalf of the ITA. Do you have a few minutes to answer some questions about your experience with the apprenticeship system?

IF YES ⇒ CONFIDENTIALITY STATEMENT

IF NO ⇒ Is there a better time for us to contact you?

IF NO ⇒ END

IF YES ⇒ NOTE TIME FOR CALL-BACK AND GOTO CALLBACK END

## CONFIDENTIALITY STATEMENT

Before we continue, I would like to take a quick moment to explain how your information will be kept confidential.

Under Section 9 of the *Act*, BC STATS cannot disclose information that could be used to identify an individual return to any person, organization or government agency. Section 9 applies despite the provisions of the *Freedom of Information and Protection of Privacy Act* (FOIPPA) other than Section 44(2) and 44(3) of FOIPPA. **Only aggregate results will be reported to the Industry Training Authority.** BC STATS will make every effort to remove any information from verbatim comments that could potentially be used to identify a respondent. **To help preserve your anonymity, please avoid personalizing your comments.**

## CALL BACK END

Thank you. We will call back at [Confirm call back time]. Have a good [DAY, EVENING].

## END

Thank you very much for your time [TODAY/THIS EVENING].

If you have any questions about this survey, please contact the BC STATS survey administrator at (250) 356-7982 or 1-888-447-4427, ext. 5 (outside of Victoria).

If you have any questions about the ITA, please call 1-866-660-6011 or visit the ITA website at [www.itabc.ca](http://www.itabc.ca)

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## SATISFACTION WITH CUSTOMER SERVICE

The next set of questions focus on your experiences in relation to the Industry Training Authority and/or the ITA's customer service centre, the Industry Training Centre (ITC).

Thinking about your interactions with the ITA and/or ITC, and their customer service, please indicate whether you Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree with the following statements:

- Q1. I was treated fairly.
- Q2. I was informed of everything I had to do to get service from the Industry Training Authority.
- Q3. The staff went the extra-mile to make sure I got what I needed.
- Q4. The staff was knowledgeable and competent.

Still considering the customer service of the ITA and/or ITC, please respond to the following two questions with either Very Satisfied, Satisfied, Neither Satisfied or Dissatisfied, Dissatisfied, or Very Dissatisfied:

- Q5. Overall, how dissatisfied or satisfied were you with the amount of time it took to get service from the ITA?
- Q6. Overall, how dissatisfied or satisfied were you with the accessibility of service from the ITA?
- Q7. Of the previously mentioned aspects of customer service, which is the most important?
  - a) fairness
  - b) information
  - c) staff went the extra mile
  - d) knowledge/competence
  - e) timeliness of service

Again please respond to the following question with either Very Satisfied, Satisfied, Neither Satisfied or Dissatisfied, Dissatisfied, or Very Dissatisfied:

- Q8. Overall, how dissatisfied or satisfied are you with the customer service of the ITA and/or ITC?

## AWARENESS OF ITA

The next few questions relate to your awareness of the ITA's role and mandate.

Please say whether you Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree with the following statements:

- Q9. In general, I am aware of the role and mandate of the ITA.
- Q10. I am aware that ITA is mandated to ensure industry leadership in the industry training system.
- Q11. I am aware of the ITA initiative to establish Industry Training Organizations (or ITOs).

The next two questions are multiple choice, please select the best option based on your awareness of the Industry Training Authority (ITA):

- Q1.  
ITA is mandated to oversee or govern the industry training system

## UNDERSTANDING OF ROLE AND RESPONSIBILITIES

The next questions relate to the role and responsibilities of training institutions in the Industry training system.

Again, for each of the following statements, please rate your disagreement or agreement with the following statements, by saying Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree:

- Q12. In general, I am aware of the role and responsibilities of training institutions in the BC industry training system.

The next question is open-ended:

**Prior to answering this question, please note that BC STATS will make every effort to remove any information from verbatim comments that could potentially be used to identify a respondent. To help preserve your anonymity, please avoid personalizing your comments.**

Q13. What is one thing that ITA could do to better inform your training institution of its role and responsibilities in the industry training system?

## **AWARENESS OF ITA INFORMATION SOURCES**

The following statements concern Industry Training Authority information sources. Please respond to the following statement by saying Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree:

*[Interviewer note: other response options include Don't Know and Refused]*

- Q14. I know how to get information about ITA and its programs.
- Q15. Thinking about when you need to get information regarding the industry training system, which of the following information sources do you consult? *(Choose all that apply.)*
- a) ITA website
  - b) an ITA office
  - c) ITO, IA or groups
  - d) Service BC or government agent office
  - e) school (instructor/counsellor)
  - f) work (employer) or coworkers
  - g) peers (co-workers, other students)
  - h) other (please specify)

## SATISFACTION WITH THE ITA WEBSITE

*[Only ask respondents who indicated the ITA website as a consulted information source.]*

The following questions focus on the ITA website.

Thinking about when you have accessed the ITA website, please respond to each of the following statements by saying Strongly Agree, Agree, Neither Agree nor Disagree, Disagree or Strongly Disagree:

Q16. It was easy to find what I was looking for.

Q17. The site is visually appealing.

Q18. The site had the information I needed.

## DEMOGRAPHIC INFORMATION

Now, I have one final demographic question to ask of you:

Q19. Of the following, which would best describe your position with your organization?

- a) Administrator (e.g. Dean, coordinator, etc.)
- b) Trainer / instructor
- c) Counsellor
- d) Other (*please specify*)
- Don't know / not sure
- Refused

**END**