

# 2018 CAREERFORCE ANNUAL EMPLOYER SURVEY

Findings and Actions | June 2019



# Survey Background

Careerforce is the Industry Training Organisation for the health, mental health, aged residential care, disability, social services, home and community support, youth work, cleaning and urban pest management industries. We work with employers nationwide to create, and help support the delivery of relevant New Zealand Qualifications Authority (NZQA) approved training programmes.

We are industry driven, seeking to understand and meet the workforce development needs, in order to improve the health and wellbeing of New Zealanders.

This research was first commissioned in 2017 to provide a benchmark for measuring Careerforce's performance from an employer perspective on an annual basis. The aim of the research is to gather feedback that can help identify Careerforce's strengths and areas where improvements can be made at operational/ delivery and strategic levels. Careerforce is committed to improving services and programmes; and the research findings provide valuable feedback that Careerforce can respond to.

## Survey Methodology

Research company Carte Blanche conduct this research on behalf of Careerforce. The research is longitudinal in nature, allowing Careerforce to monitor employer satisfaction over time.

This online survey was first carried out over December 2017 - this second annual survey was carried out over November 2018:

- 2018 – 423 employers completed the survey, with a confidence interval +/- 4.3% at the 95% confidence level.
- 2017 - 242 employers completed the survey, with a confidence interval +/- 5.8% at the 95% confidence level.



# Key Findings

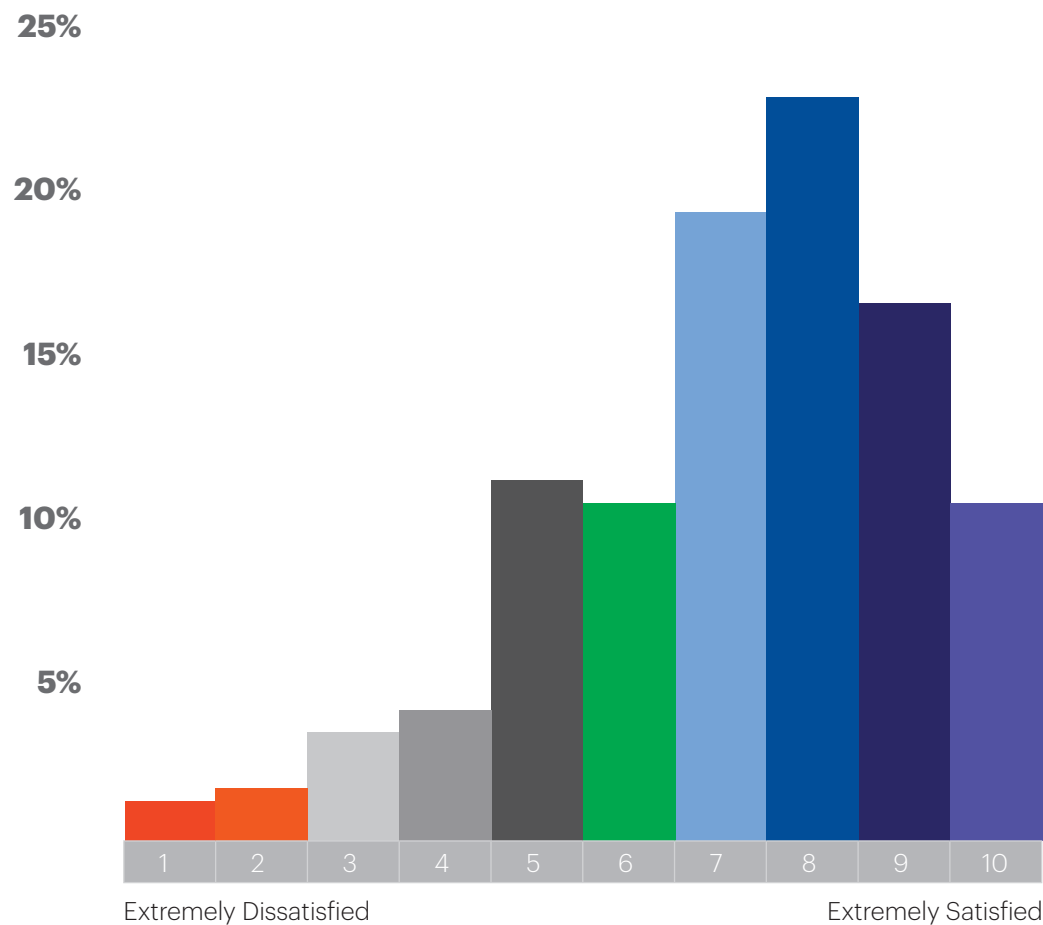
- A great response from employers, with a **74% increase** in survey completions
- Overall satisfaction **increased** slightly, from 7.1 in 2017 to 7.2 in 2018
- Satisfaction with Careerforce roles/functions - remained **largely stable**, including for workplace advisors, assessor support, learning engagement advisors, and apprenticeship advisors.
- Satisfaction with Careerforce technology services - largely stable, with the exception of MyPath which showed **strong improvement** (N.B. survey was prior to relaunch of **MyPath** as **AkaToi** in February 2019).
- Satisfaction with Careerforce communications and engagement - **stable**, but pleasing improvements in extent to which we are perceived to actively seek feedback, and in how we respond to feedback. Some **concerning** verbatim comments that people sometimes don't get a response to their voicemails or emails – this will be followed up on.
- Satisfaction with Careerforce programmes and their implementation – **largely stable**, but concerningly, **slight declines** in extent to which respondents feel their organisations support their trainees to access learning and assessment resources, or that their organisation has developed capacity to help trainees achieve.



# Overall Satisfaction 2018 (n=423)

Overall satisfaction improved slightly from **7.1** in **2017** to **7.2** in **2018**

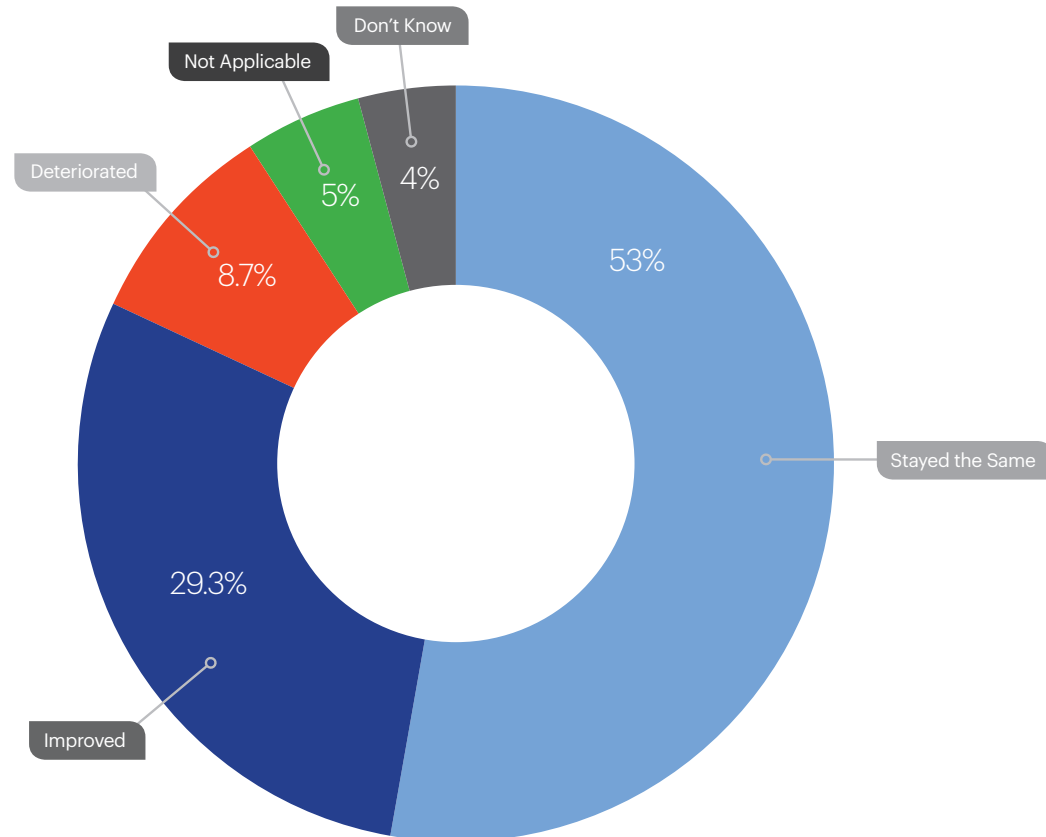
**Question:** Taking all things into consideration, how would you rate your level of satisfaction with your overall relationship with Careerforce?



## Satisfaction Change 2018 (n=423)

**82.3%** of employers felt that their level of satisfaction had either **stayed the same** or improved over the last **12 months**

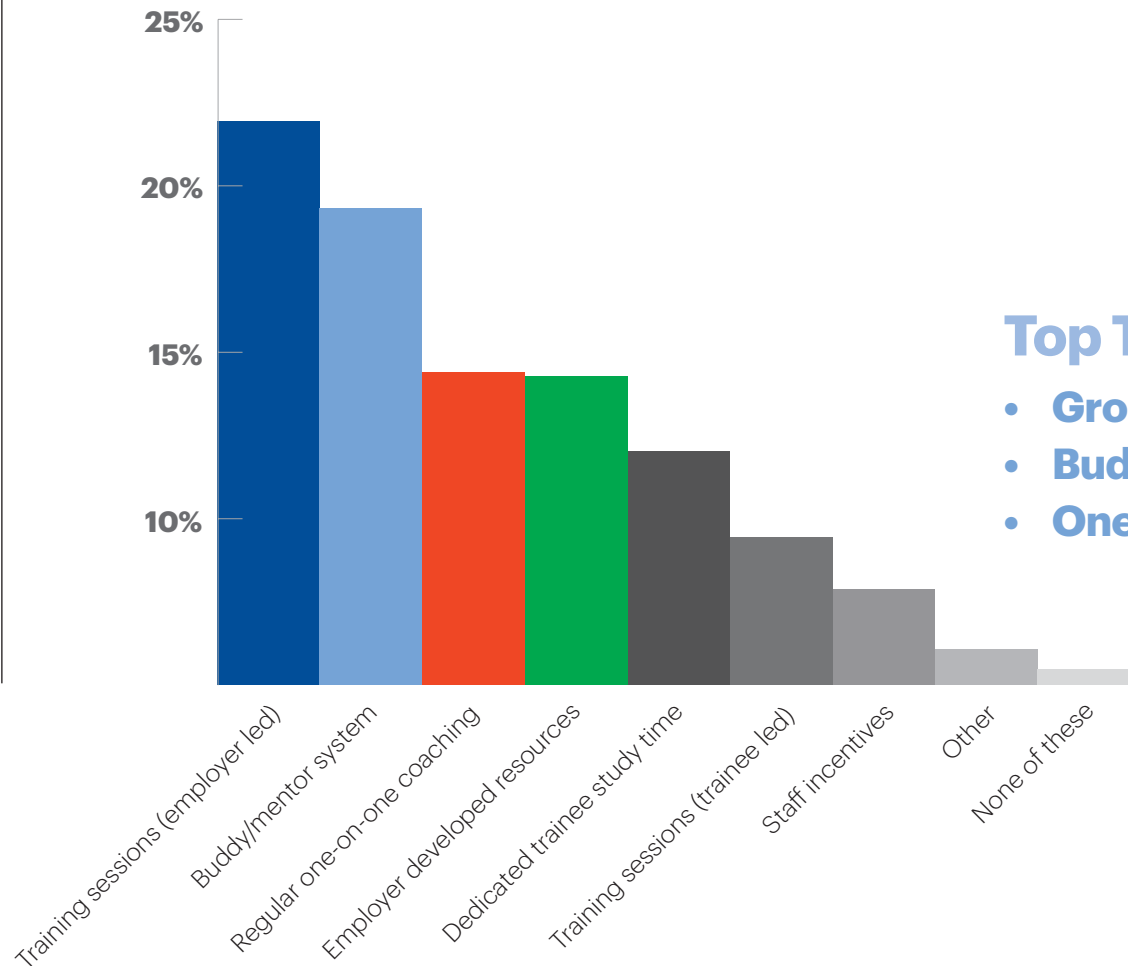
**Question:** Over the last 12 months, to what degree would you say that your level of satisfaction with Careerforce has changed?



# Employer Training Supports (n=1740)

## Industry training model supports

**Question:** The industry training model is employer-led. Can you please indicate the various training supports that your organisation provides to your employees?



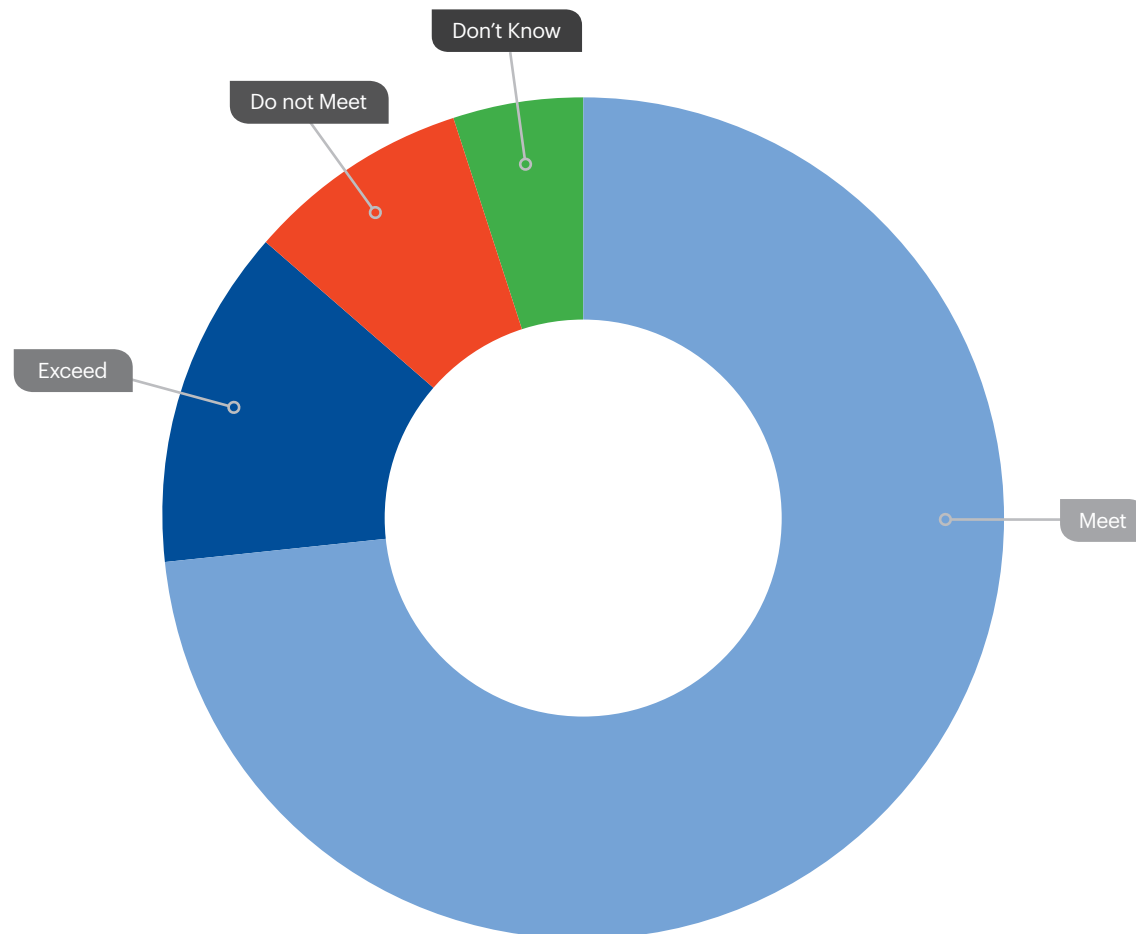
### Top Three Training Supports:

- **Group Training Sessions**
- **Buddy/Mentor System**
- **One-on-One Coaching**

## Programme Relevance (n=439)

Nearly **three-quarters** of respondents think that Careerforce's programmes 'meet' their workforce development needs and a further **13%** think that the programmes 'exceed' their needs.

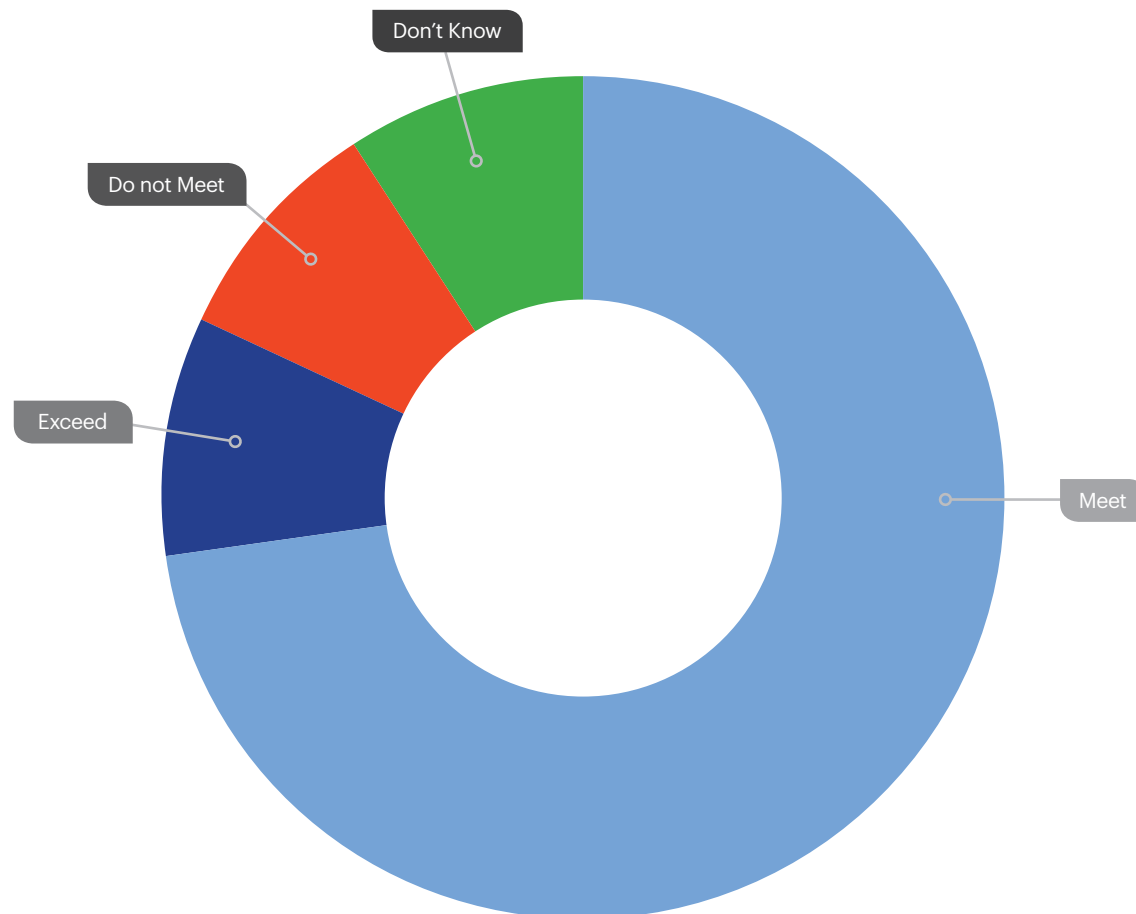
**Question:** Overall, how well do Careerforce programmes meet my organisation's workforce development needs?



## Programme Assessments (n=438)

Nearly **three-quarters** of respondents think that Careerforce's programme assessments 'meet' their workplace requirements and a further **9%** think that they 'exceed' their needs.

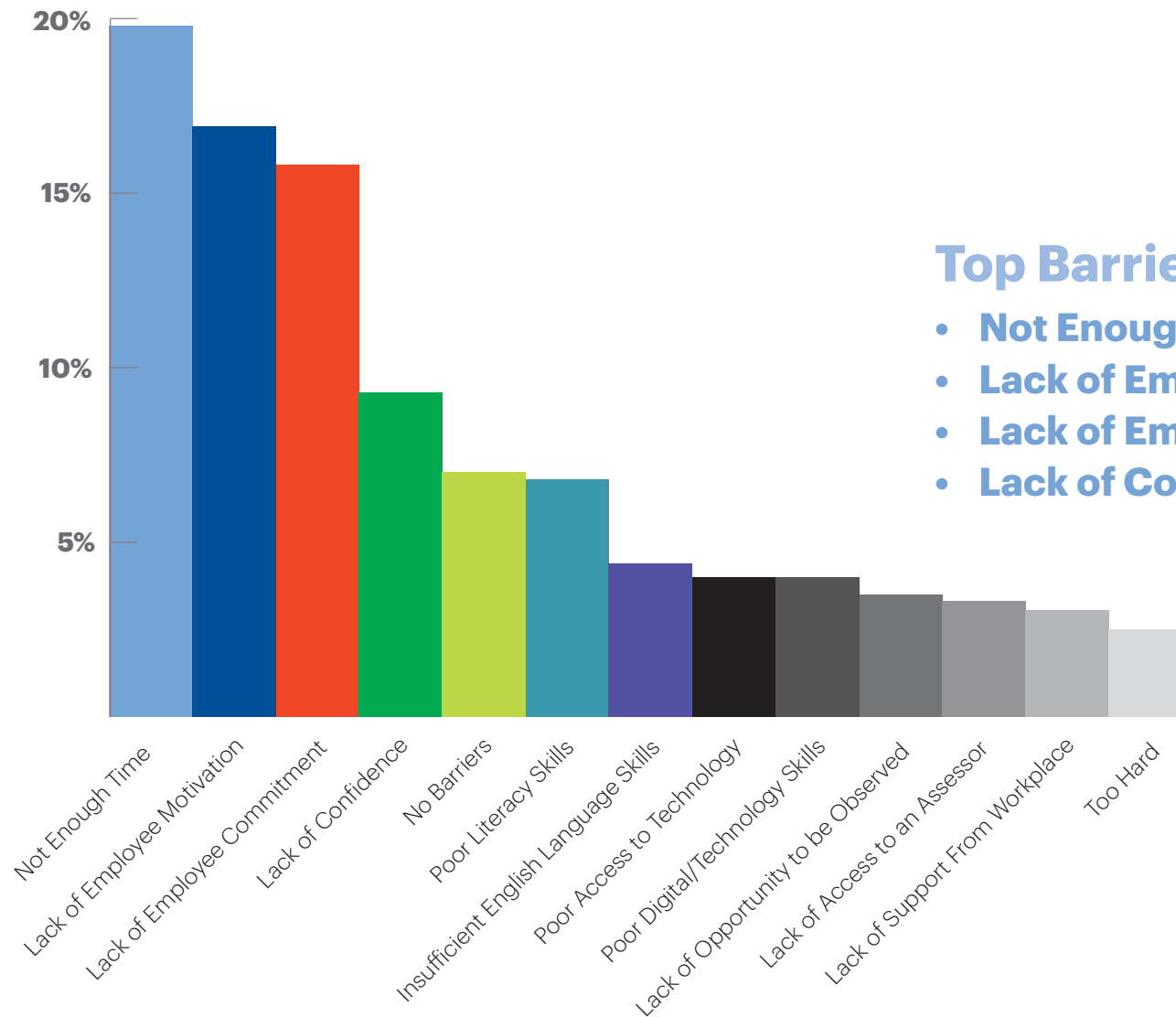
**Question:** Overall, how well do the assessments in the programmes match workplace requirements?





# Barriers to Completing Training (n=1040)

**Question:** Please select the top three barriers to your staff *completing* training.

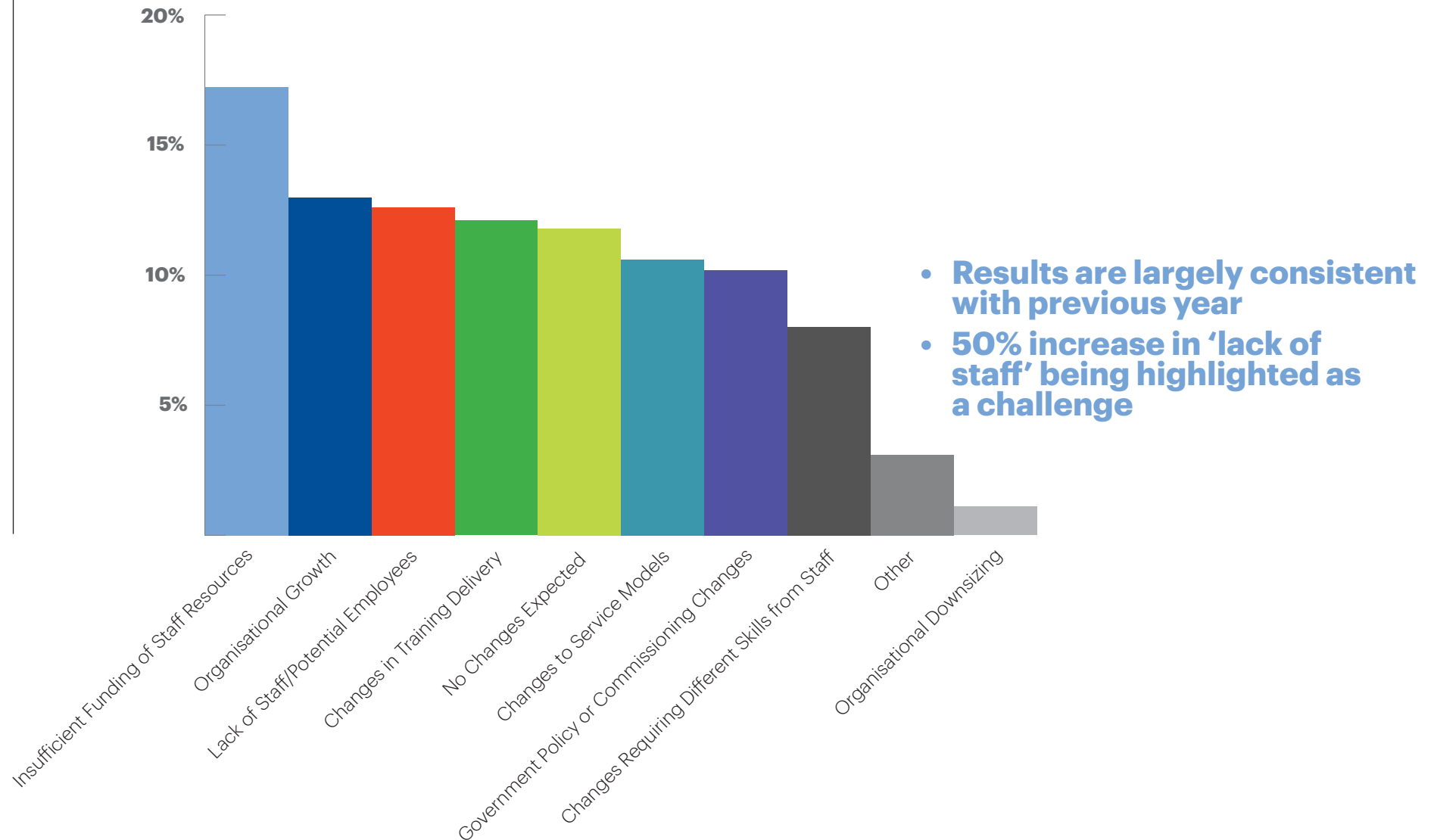


## Top Barriers:

- **Not Enough Time**
- **Lack of Employee Motivation**
- **Lack of Employee Commitment**
- **Lack of Confidence**

# Challenges/Changes Facing Organisational Training (n=883)

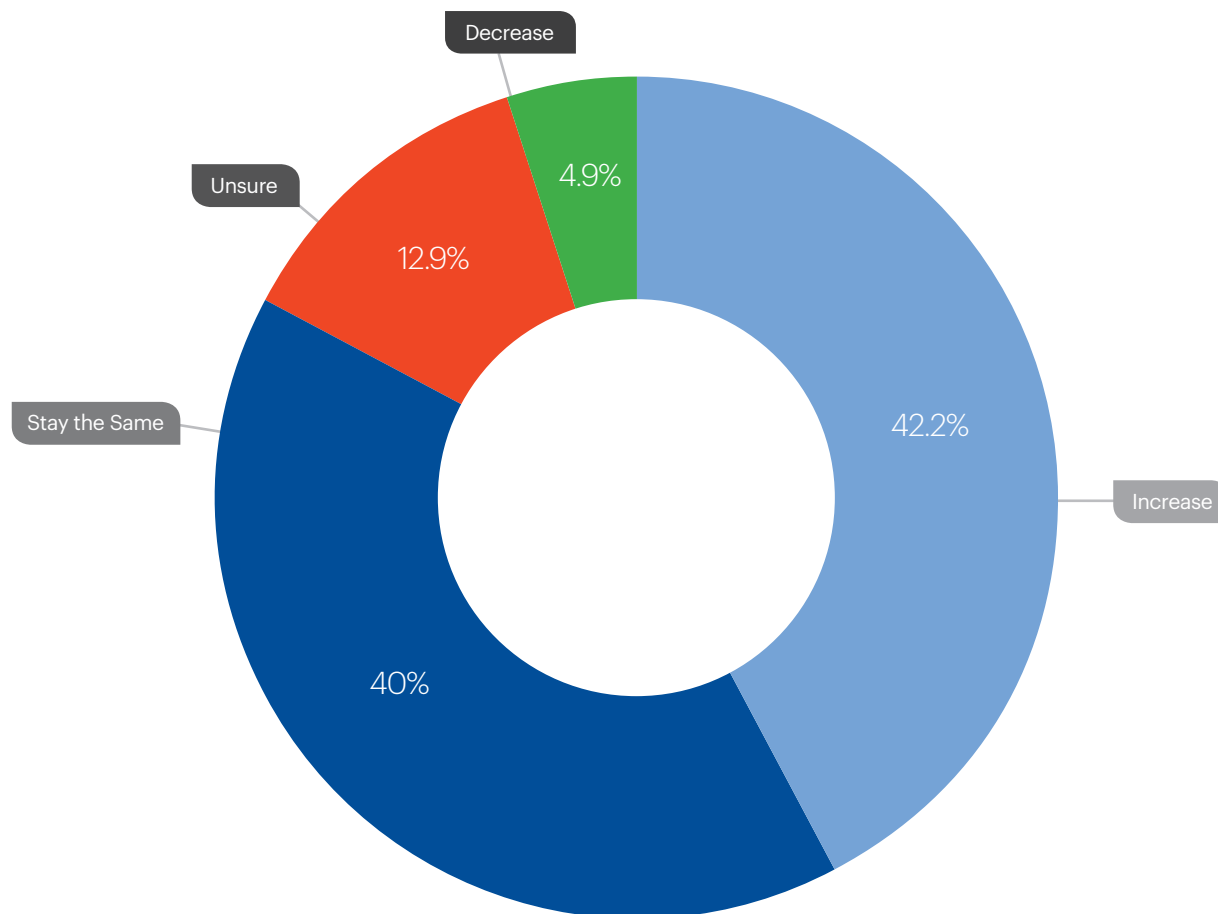
**Question:** What are the most significant challenges/changes facing your organisation over the next 12 months in terms of training needs?



## Next 12 Months Training Requirements (n=423)

Over **40%** of employers believe their training needs will increase over the next year.

**Question:** Over the next 12 months, to what extent do you anticipate that your organisational training requirements will change?



# Issues and Actions

We are committed to improving overall employer satisfaction, and have spent significant time analysing the feedback to identify the key issues emerging, and identifying actions either underway or that we will commit to, in order to address these issues.

What follows is a summary of the key issues and actions. We intend upon expanding on these in upcoming issues of our monthly employer e-newsletter, Skills for Good – if you don't currently receive this, you can sign up at: <https://www.careerforce.org.nz/skills-for-good-subscription>



| Top Employer Issues   | Careerforce Actions   |
|---|---|
| <p>Language used across Careerforce materials can be difficult for some trainees to understand, and assessment questions are sometimes ambiguous.</p> <p>There is a desire for more everyday plain English language, relevant to sectors.</p> | <p>We empathise with the issues raised, and improving the language used across our assessment and learning resources remains a continued focus. Level 4 core assessments have been reviewed and will be relaunched shortly. Level 2 assessments have been reviewed and will be implemented as part of an upcoming programme review. Level 3 assessments will be reviewed in an upcoming programme review.</p> <p>Later in 2018, an instructional designer was recruited to assist in making our learning resources more engaging.</p>   |
| <p>The need for a fit-for-purpose peer support programme, in a timely manner.</p>   | <p>We are targeting the release of a peer support technical apprenticeship programme in Q4 of this year (peer support strand, social &amp; community services). Careerforce has worked closely with the sector in the design and build of this programme.</p>   |
| <p>Specific issues raised with aspects of various qualifications on offer.</p>  | <p>We are accountable to NZQA to ensure our qualifications and programmes remain fit-for-purpose, and continue to meet the needs of employers. We are currently undertaking an extensive Qualifications Pathway Review (QPR) across a number of our qualifications, including Health &amp; Wellbeing levels 2-4. Sector engagement and feedback is central to this review, together with agreement on recommended changes. Once reviewed qualifications are approved by NZQA, we will initiate programme reviews in consultation with the sectors to ensure our programmes continue to meet employer needs. We strongly encourage you to engage in our QPR consultation opportunities, <a href="http://www.careerforce.org.nz/qpr">www.careerforce.org.nz/qpr</a></p> |
| <p>Workplace challenges around assessment resourcing (and related issues around assessment delays).</p>   | <p>Over the last year, Careerforce has invested significantly in staff assessor resourcing, for Health &amp; Wellbeing Level 5, and business qualifications.</p> <p>Aka Toi [online learning platform] customisation is also underway to enable easier capture of assessor/observer verifications.</p>  |



| Top Employer Issues  | Actions   |
|--|---|
| The need to improve assessor training and make the process of becoming an assessor easier/faster.                        | <p>We have recently completed a pilot of 4098 learning and assessment and have used learnings from this to revise our materials and Aka Toi modules. These will be used in workshops and on Aka Toi from August.</p> <p>We will evaluate the new 4098 training model to ensure it is achieving the outcomes we identified and that it is meeting sector needs.</p> <p>Work is presently underway on building a programme on Aka Toi for assessor development that leads to the award of the New Zealand Certificate in Assessment Practice (Level 4).</p>   |
| Challenges around Literacy & Numeracy (L&N).   | <p>Challenges around L&amp;N came through very clearly. Did you know that we have a dedicated L&amp;N Advisor, Cushla Wilson, whose role is to support employers and trainees? Recognising the importance of this issue, Cushla is going to have a regular L&amp;N spot in our monthly e-newsletter <i>Skills for Good</i> where she will talk about the existing supports and funding available, and also share some of our L&amp;N success stories.</p> <p>Cushla also welcomes you to contact her directly at <a href="mailto:cushla.wilson@careerforce.org.nz">cushla.wilson@careerforce.org.nz</a></p> |
| Need better sharing of information between Careerforce and employers/trainees, particularly at commencement of training. | <p>There is no doubt that the more support provided at the outset of training (from both employers and Careerforce), the better the trainee outcomes. We are presently reviewing how we can better provide support around onboarding.</p>   |
| More regular engagement with Careerforce field staff.  | <p>We remain committed to the 12 week call cycle that was instigated last year (face-to-face or phone call). If you feel the need for more regular engagement, please discuss this with your local Careerforce Workplace Advisor.</p>   |
| Worker shortages, and challenges in attracting new entrants.   | <p>Careerforce invested heavily in a team of vocational pathway advisors over 2018, dedicated to promoting our sectors and Gateway programmes across schools nationwide. We are also supporting nationwide Speedmeets later in 2019.</p> <p>For each of these, we do require employer support, including making student placements available at workplaces. Please chat with your Vocational Pathways Advisor, or go to <a href="http://www.careerforce.org.nz/for-schools">www.careerforce.org.nz/for-schools</a></p>  |

| Top Employer Issues  | Actions  |
|--|--|
| Lack of Careerforce support and communication with trainees (and more visibility during training). Careerforce not offering sufficient support or encouragement. | <b>A trainee communications plan is currently being developed, including onboarding. We are committed to more regular interactions with trainees throughout their training journey (with employer agreement), to augment their employer support. Contact your Workplace Advisor to discuss further.</b>                    |
| Issues with usability of online learning platform.   | <b>Since the survey was run, our online learning platform has been completely relaunched, and rebranded as Aka Toi. This followed extensive user testing. Further improvements are scheduled, and we welcome your feedback at <a href="http://www.careerforce.org.nz/contact-us">www.careerforce.org.nz/contact-us</a></b> |

# The Good Stuff



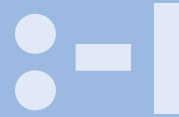
- **"When needing assistance staff at Careerforce are always extremely helpful and professional and no question is too hard."**
- **"Excellent communication, very professional, approachable and committed. The people who work in the Careerforce team are genuine and a pleasure to work with."**
- **"Careerforce processes and programmes are responsive and relevant to our needs. They have enabled our staff to upskill, gain confidence and increased self-awareness and deliver quality care to our residents."**
- **"Our organisation has always received top level service from Careerforce, from the first day that we started out as two people in a van, to now where we are employing multiple staff."**
- **"Careerforce has been highly responsive to helping me as a new Nurse Manager/Assessor pick up a flagging programme of study and marking of the back log of papers. They have been highly professional and most encouraging."**
- **"I can see the trainees mind expanding with ideas, that weren't there before. With good training, easy access to this training, the benefit of Careerforce can only add to our business."**
- **"Careerforce is definitely making great progress to provide a seamless experience for the learners and organisations to provide training in the most efficient way. Keep up the good work!"**
- **"Careerforce have been very positive to deal with. Discussions are open and frank and any barriers are easily moved through. Staff are very easy to engage with. Any response needed is quickly address and clear. Phone interaction and emails are actioned quickly. "**

# The Not So Good Stuff



- **“I found the process of enlisting staff to complete their training to be complicated and confusing.”**
- **“Re-word some of the questions so they are easier to comprehend. Suggest links online where they may find answers/resources**
- **“At times staff struggled with how the questions were being asked, didn’t seem to make sense. I think this is something Careerforce need to look at.”**
- **“I have to spend a lot of time tracking someone within the organisation to respond to my requests. The employee is not well supported, and what was promised as far as face-to-face contact has not occurred.”**
- **“You are not contacting my staff member to offer any kind of encouragement or support. Careerforce needs to be actively engaging with the learners.”**
- **“Some of the questions in the assessments are above the level of which it is aimed. The language of the questions should be simplified or relevant to the sector.”**
- **“Rework a lot of your assessments to use authentic language and contexts. Provide more opportunities for trainees to reflect on their own workplace.”**
- **“Some questions are not being answered in a timely manner when Careerforce is contacted by phone and a message left, regarding a module being completed.”**

# The 'Could be Good' Stuff



- **“ Be faster in understanding our business, have a more flexible approach, understand that clients are employers not the trainees.”**
- **“ As a manager I’m very time poor. It would be great if Careerforce staff could phone me on a regular basis (monthly) with a short phone conversation to make suggestions how we could better use them.”**
- **“ Ensure all online portals are working efficiently and we have electronic access to training support.”**
- **“ If it’s available, I would like a Careerforce starter pack to give each of our trainees. I have been issued note books and pens that I’ve given the trainees at the start of their programme, this really seems to motivate them.”**
- **“ Access to training videos would be great. Providing one-off training modules for staff meetings that could be used as a learning opportunity.”**
- **“ Having more regular visits by the advisor to help assist and motivate staff to participate.”**
- **“ Sort out systems and processes before offering qualifications to a new sector.”**
- **“ Ensuring there are enough assessors.”**







If you have any questions or  
comments about this survey,  
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