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DEPARTMENT OF CAREER DEVELOPMENT  
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**OFFICIAL**

Emailed to MWAs on 2/27/02 (mh)

**Michigan Department of Career Development (MDCD)**

**Office of Workforce Development (OWD)**

**Policy Issuance (PI): 02-04**

**Index: II E 2, II F 2, II G 2**

**Date:** February 27, 2002

**To:** Michigan Works! Agency (MWA) Directors

**Subject:** Customer Satisfaction Surveys

**Programs Affected:** Workforce Investment Act (WIA) Adult, Youth, and Dislocated Worker Activities

**Rescissions:** None

**References:** U.S. Department of Labor, Employment and Training Administration, Training and Employment Guidance Letter No. 6-00, issued September 21, 2000, and Change 1, issued October 31, 2001.

**Background:** States are required to obtain customer satisfaction survey results for participants and employers receiving services under Title I of the WIA. The OWD has established a statewide management information system (MIS) to capture participant customer satisfaction survey results from MWAs and has contracted with a private firm to obtain survey results from all employers and those participants missed by the MWAs.

The statewide MIS only captures employer contact information for employers that provide service to WIA registered participants. OWD has established a procedure to gather employer contact information for those employers who receive staff facilitated job orders or customized labor market information without a corresponding WIA participant record. An electronic file containing employer contact information, which could not be entered into the statewide MIS, should be submitted monthly to OWD.

Listed below is a summary of current guidelines for the customer satisfaction surveys. Continued adherence to these guidelines will help ensure that the federally required response rate of 70 percent will be achieved.

- Local program staff must enter into the statewide MIS the name, address, and telephone number of all WIA registered participants and all employers who have received a substantial service involving personal contact with One-Stop staff.
  - Examples of a substantial service include staff facilitated job orders, customized job training, customized labor market information requests, and on-the-job training activities.
  - Examples of services that are not substantial include employers who request a brochure or standard mailing, ask a question that is answered with little expenditure of staff time, or use electronic self-services. These employers are excluded from the customer satisfaction survey.
- Employer contact information should be entered into the statewide MIS for those employers receiving substantial services utilizing the WIA participant record. If the employer receives substantial services that are not associated with a WIA participant record, employer contact information should be submitted directly to the OWD in the designated format once per month.
- Local program staff must inform the participant during the registration process about the importance of satisfying customers and about being contacted for information on his or her experience with the services.
- MWAs may wish to send a letter, in advance of the survey, to all WIA registered participants informing the participant that he or she can expect to receive a telephone call about his or her satisfaction with the services. MWAs should place a phone number on the letter, suggesting the participant call if he or she needs help or their phone number has changed.
- Participants should be contacted by telephone, as soon as possible, after exit and no later than 60 days after exit. If the exit reason is non-participation in services for 90 days, contact should be made within 60 days after the 90 days have elapsed since the last date of service.
- Respondents must be told that responding to the survey is voluntary.
- The interview should be limited to 15 minutes or less.

- A minimum of five follow-up attempts is required, including contact at various times of the day.
- Local programs should collect alternate contact information for a person known by the participant who would know the whereabouts of the participant in the event the participant cannot be reached at the address and telephone number recorded for the participant.
- Attempts should be made to contact all exiters.
- Every precaution should be taken to prevent a response bias.

**Policy:** In order to assess WIA funded services, the participant customer satisfaction and the employer customer satisfaction performance indicators will be used to measure program satisfaction. MWAs are responsible for conducting participant customer satisfaction surveys and providing employer contact information under the guidelines listed above.

**Action:** Employer contact information that cannot be entered into the statewide MIS should be submitted electronically to Mr. John Weimer at [WEIMERJ@michigan.gov](mailto:WEIMERJ@michigan.gov). This file should be submitted monthly beginning in April 2002 by the 10<sup>th</sup> of each month and include employer contact information for the prior month. The electronic file should be in an Excel format with the following information:

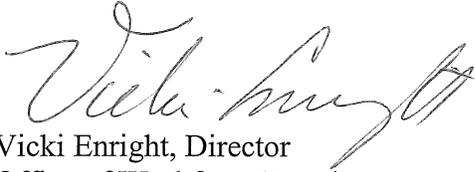
MWA number (2 digits),  
 Employer contact person,  
 Employer contact telephone number (10 digits),  
 Employer street address,  
 Employer city,  
 Employer zip code (5 digits),  
 Service provided, and  
 Date of service provided (month/day/year)

**Inquiries:** Questions regarding this instruction letter should be directed to your state coordinator.

The information contained in this instruction letter will be made available in alternative format (large type, audio tape, etc.) upon special request to this office.

**Expiration**

**Date:** Continuing

A handwritten signature in cursive script that reads "Vicki Enright". The signature is written in black ink and is positioned above the printed name and title.

Vicki Enright, Director  
Office of Workforce Development

VE:JW:mh