

## ALABAMA WORKFORCE INVESTMENT SYSTEM

Alabama Department of Economic and Community Affairs  
Workforce Development Division  
401 Adams Avenue  
Post Office Box 5690  
Montgomery, Alabama 36103-5690

January 10, 2013

### GOVERNOR'S WORKFORCE DEVELOPMENT DIRECTIVE NO. PY 2012 – 06

**SUBJECT:** Training and Employment Guidance Letter (TEGL)

1. **Purpose.** This transmits the following TEGL:

<u>Number</u>	<u>Date</u>	<u>Subject</u>
12-12	01/07/13	Table of Weights for Use in Calculating State-Level American Customer Satisfaction Index (ACSI) Scores for Participant and Employer Customer Satisfaction Surveys

2. **Discussion.** TEGL 12-12 accompanies information provided in TEGL 17-05 released in GWDD PY2005-06, Change 3. The purpose of this Training and Employment Guidance Letter (TEGL) is to provide states with a table of weights for use in calculating Program Year (PY) 2011 Workforce Investment Act customer satisfaction results (See Attachment A). This action will enable states to fulfill statutorily required obligations to collect data and measure customer satisfaction.

3. **Action.** The Department of Labor (Department) uses the American Customer Satisfaction Index (ACSI) to meet the customer satisfaction measurement requirements of WIA. The ACSI survey is a weighted approach that captures common customer satisfaction information, which is then aggregated and compared at different levels. Please refer to the WIA Information Management System data collection package (Office of Management and Budget No. 1205-0420) for information on creating and administering the ACSI at the state level. Guidance on Capturing Customer Satisfaction Results can be found in Attachment B of this TEGL.

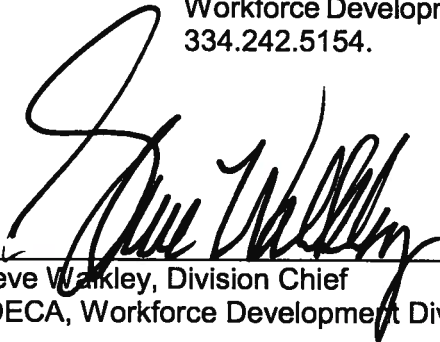
The ACSI is a weighted score computed from the customer responses to a small set of required questions, with the weighted factors based on the relative distribution of ACSI respondent data for non-regulatory federal agencies previously collected and analyzed by the ACSI, LLC. The ACSI trademark is the proprietary property of ACSI, LLC.

States shall distribute this guidance to all officials within the state who need such information to implement WIA customer satisfaction measures. All states must administer customer satisfaction surveys and collect data on customer satisfaction regardless of whether the state has a waiver for Common

Measures. The only difference is that states with a waiver for Common Measures are exempted from reporting results to ETA.

In addition, states will need to footnote their customer satisfaction survey results in their WIA Annual Report narrative as follows: the response rate was "X" percent; results are not intended to make any inferences beyond the survey's respondents.

4. **Contact.** Questions regarding this TEGL should be directed to Tammy Farmer, Workforce Development Division at [Tammy.Farmer@ADECA.Alabama.gov](mailto:Tammy.Farmer@ADECA.Alabama.gov) or 334.242.5154.

A handwritten signature in black ink, appearing to read "Steve Warkley", is written over a horizontal line. The signature is fluid and cursive.

Steve Warkley, Division Chief  
ADECA, Workforce Development Division

Attachment: TEGL 12-12

<b>EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210</b>	<b>CLASSIFICATION</b> ACSI
	<b>CORRESPONDENCE SYMBOL</b> OWI/DAS
	<b>DATE</b> January 7, 2013

**TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 12-12**

**TO:** ALL STATE WORKFORCE AGENCIES  
ALL STATE WORKFORCE LIAISONS

**FROM:** JANE OATES /s/  
Assistant Secretary

**SUBJECT:** Table of Weights for Use in Calculating State-Level American Customer Satisfaction Index (ACSI) Scores for Participant and Employer Customer Satisfaction Surveys

- 1. Purpose.** To provide states with a table of weights for use in calculating Program Year (PY) 2011 Workforce Investment Act customer satisfaction results (See Attachment A). This action will enable states to fulfill statutorily required obligations to collect data and measure customer satisfaction.
- 2. References.** Workforce Investment Act of 1998 (WIA), Section 136; WIA Final Rule 20 CFR Part 666; Training and Employment Guidance Letter (TEGL) No. 17-05 (“Common Measures Policy for the Employment and Training Administration’s (ETA) Performance Accountability System and Related Performance Issues,” February 17, 2006).
- 3. Background.** The Department of Labor (Department) uses the American Customer Satisfaction Index (ACSI) to meet the customer satisfaction measurement requirements of WIA. The ACSI survey is a weighted approach that captures common customer satisfaction information, which is then aggregated and compared at different levels. Please refer to the WIA Information Management System data collection package (Office of Management and Budget No. 1205-0420) for information on creating and administering the ACSI at the state level. *Guidance on Capturing Customer Satisfaction Results* can be found in Attachment B of this TEGL.

The ACSI is a weighted score computed from the customer responses to a small set of required questions, with the weighted factors based on the relative distribution of ACSI respondent data for non-regulatory federal agencies previously collected and analyzed by the ACSI, LLC. The ACSI trademark is the proprietary property of ACSI, LLC.

- 4. ACSI Table of Weights.** Weights were calculated by using a statistical algorithm in order to minimize random survey variation or measurement errors that exist in all survey data. The

<b>RESCISSIONS</b> TEGL No. 36-10	<b>EXPIRATION DATE</b> Continuing
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weights listed in the attachment are to be used by a state in computing performance on the ACSI for employers and participants and for the Annual Report for PY 2011.

5. **Calculating DOL ACSI scores by using the weights.** Weights for the 50 states plus the District of Columbia are included on the attached table. The ACSI scores of different states for DOL services are calculated by the weighted sum of the three ACSI question means (measured on 1-10 scales) transformed to 0-100 scale values.

For example, if the mean values of the three ACSI questions are:

Overall satisfaction	8.3
Confirmation/disconfirmation of expectations	7.9
Comparison to ideal	7.0

Values from raw data must first be transformed to the values on the 0-100 scale. This is done by subtracting 1 from the mean value, dividing the result by 9, which is the value range of the 1 to 10 raw data scale, and multiplying by 100.

$$0 \text{ to } 100 \text{ Overall Satisfaction} = ((8.3 - 1)/9) \times 100 = 81.1$$

$$0 \text{ to } 100 \text{ Confirmation/disconfirmation of expectations} = ((7.9-1)/9) \times 100=76.7$$

$$0 \text{ to } 100 \text{ Comparison to ideal} = ((7.0-1)/9) \times 100=66.7$$

Applying the Michigan weights to this example, the ACSI score as the weighted sum of these values would then be:  $(.3913 \times 81.1) + (.3272 \times 76.7) + (.2815 \times 66.7) = 75.63$  (rounds to 76).

6. **Action Required.** States shall distribute this guidance to all officials within the state who need such information to implement WIA customer satisfaction measures. All states must administer customer satisfaction surveys and collect data on customer satisfaction regardless of whether the state has a waiver for Common Measures. The only difference is that states with a waiver for Common Measures are exempted from *reporting* results to ETA.

In addition, states will need to footnote their customer satisfaction survey results in their WIA Annual Report narrative as follows: *the response rate was "X" percent; results are not intended to make any inferences beyond the survey's respondents.*

7. **Inquiries.** Questions concerning this issuance may be directed to the appropriate Regional Office.
8. **Attachment.**
- ACSI Formula Weights for use in PY 2011.
  - Guidance On Capturing Customer Satisfaction Results

## Attachment A

**American Customer Satisfaction Index  
Formula Weights for Program Year 2011**

<b>State</b>	<b>Satisfaction (SATIS)</b>	<b>Confirm (CONFIRM)</b>	<b>Ideal (IDEAL)</b>
Alabama	0.3932	0.3246	0.2822
Alaska	0.3507	0.3545	0.2948
Arizona	0.4032	0.3186	0.2781
Arkansas	0.3919	0.3232	0.2849
California	0.3905	0.3317	0.2778
Colorado	0.4053	0.3203	0.2745
Connecticut	0.3853	0.3298	0.2849
Delaware	0.3866	0.3330	0.2804
DC	0.3750	0.3319	0.2931
Florida	0.3906	0.3282	0.2812
Georgia	0.4011	0.3265	0.2724
Hawaii	0.4048	0.3190	0.2761
Idaho	0.3797	0.3524	0.2679
Illinois	0.3857	0.3302	0.2841
Indiana	0.4081	0.3161	0.2758
Iowa	0.3899	0.3235	0.2866
Kansas	0.4002	0.3314	0.2684
Kentucky	0.3862	0.3307	0.2831
Louisiana	0.3940	0.3241	0.2819
Maine	0.3952	0.3233	0.2815
Maryland	0.3762	0.3302	0.2936
Massachusetts	0.3879	0.3315	0.2806
Michigan	0.3913	0.3272	0.2815
Minnesota	0.3931	0.3278	0.2791
Mississippi	0.3957	0.3307	0.2736
Missouri	0.3979	0.3276	0.2745
Montana	0.4007	0.3215	0.2778
Nebraska	0.3913	0.3352	0.2735
Nevada	0.3995	0.3198	0.2807
New Hampshire	0.3937	0.3284	0.2779
New Jersey	0.3834	0.3269	0.2896
New Mexico	0.4178	0.3224	0.2598
New York	0.3913	0.3338	0.2749
North Carolina	0.4012	0.3225	0.2763
North Dakota	0.3991	0.3131	0.2877
Ohio	0.3940	0.3294	0.2766
Oklahoma	0.3945	0.3294	0.2761
Oregon	0.3997	0.3246	0.2758
Pennsylvania	0.3939	0.3282	0.2779
Rhode Island	0.4118	0.3399	0.2483
South Carolina	0.4054	0.3151	0.2795
South Dakota	0.4017	0.3155	0.2828
Tennessee	0.4018	0.3180	0.2802
Texas	0.4016	0.3232	0.2752
Utah	0.4013	0.3198	0.2789
Vermont	0.3864	0.3678	0.2457
Virginia	0.3996	0.3284	0.2720
Washington	0.3944	0.3227	0.2829
West Virginia	0.3881	0.3281	0.2838
Wisconsin	0.3950	0.3236	0.2813
Wyoming	0.3730	0.3526	0.2744
<b>Aggregate</b>	<b>0.4127</b>	<b>0.3688</b>	<b>0.3229</b>

**Attachment B**

**GUIDANCE ON CAPTURING CUSTOMER  
SATISFACTION RESULTS**

## **Using the American Customer Satisfaction Index to Measure Customer Satisfaction**

### **A. Overview of Measurement Approach**

The Employment and Training Administration (ETA) will use the American Customer Satisfaction Index (ACSI) to meet the customer satisfaction measurement needs of the Workforce Investment Act (WIA). The survey approach that will be utilized allows grantees flexibility and, at the same time, captures common customer satisfaction information that can be aggregated and compared at a grant recipient, state, regional and national levels. This will be done through the use of a small set of required questions that will form a customer satisfaction index. ETA will use the ACSI, which is created by combining scores from three specific questions that address different dimensions of customers' experience.

The ACSI is a widely used customer satisfaction measurement approach. It is used extensively in the business community, including at over 150 Fortune 500 companies, and in many European countries. Twenty-nine agencies of the Federal government have used the ACSI. The ACSI will allow the workforce investment system to not only look at performance within the system, but also be able to gain perspective on the workforce system's performance by benchmarking against organizations and industries outside of the system. The ACSI also has a history of being useful in tracking change in customer satisfaction over time, making it an ideal way to gauge grantees' progress toward continuously improving in performance.

Since the ACSI trademark is proprietary property of the University of Michigan and the Claes Fornell International Group (CFI), ETA established a license agreement with the University of Michigan that will allow grant recipients the use of the ACSI for a statewide sample of participants and employers.

It is worthwhile to note that WIA state grantees may use the ACSI questions and approach to measure satisfaction with WIA services at the local board level if individual license agreements are purchased from CFI and the ACSI questions and measurement approach are uniformly administered throughout the state. States using the ACSI methodology to measure local board performance are not required to conduct separate statewide customer satisfaction surveys to obtain State level WIA customer satisfaction results as long as:

- the surveys are administered by telephone,
- respondents are contacted within the window of opportunity outlined for participants and employers, and at least 500 surveys are completed statewide for each group -- participants and employers,
- the surveys comply with the methodology spelled out in this guidance, and

- the Local Board results can be weighted to account for sampling differences, if appropriate, and aggregated to obtain state level outcomes.

WIA state grantees should refer to Training and Employment Guidance Letter (TEGL) No. 17-05, for information on purchasing licenses to use the ACSI methodology to measure satisfaction at the local level. State grantees following this guidance may aggregate local outcomes to obtain State level outcomes on the customer satisfaction measures. These aggregated results will be reported in the quarterly reports.

## **B. WIA Participant Customer Satisfaction Measures**

The weighted average of participant ratings on each of the three questions regarding overall satisfaction is reported on a 0-100 point scale. The score is a weighted average, not a percentage.

### **1. Who Will Be Surveyed?**

WIA Title I-B participants with a last expected service date are eligible to be chosen for inclusion in the random sample. WIA Title I-B participants include individuals who are either adults, dislocated workers, older youth (ages 19-21), and younger youth (ages 14-18).

### **2. How Many (Number to be Surveyed)?**

States may randomly sample individuals to obtain the desired number of completed surveys. States are required to determine the appropriate sample sizes and sampling percentages using the required response rates and the required number of interviews. 500 completed participant surveys must be obtained each year for calculation of the measures. Participants should be contacted as soon as possible on or after the last expected service date and no later than 60 days after the closure date. Closure date is another term for the last expected service date.

A completed survey is defined as a survey in which all three questions regarding overall satisfaction have been answered. The standard of 500 from a sample of the whole population of customers provides accuracy such that there is only a 5 in 100 chance that the results would vary by more than  $\pm 5$  points from the score obtained from surveying the whole population.



### 3. How (methodology) and When to Conduct Surveys?

To ensure ACSI results for individuals are collected in a consistent and uniform manner, procedures used by states to obtain participant customer satisfaction information must satisfy the following criteria:

- Participant customer satisfaction responses must be collected by way of telephone interviews. In-person interviews and mail questionnaires may be used only in situations where the individual does not have a telephone;
- Participants should be contacted as soon as possible on or after the last expected service date and no later than 60 days after the closure date. Closure date is another term for the last expected service date;
- States must complete a minimum of 500 surveys during the program year to accurately assess performance on the ACSI;
- If sampling is used, states must randomly select participants to obtain the desired number of completed surveys. States are required to determine the appropriate sample sizes and sampling percentages using the required response rate and the required number of completed interviews;
- The sampling methodology used to select potential respondents for the surveys must ensure the consistent random selection of a sample of participants eligible for the surveys. With this in mind, no individual in the participant group eligible for the survey may be arbitrarily excluded from a sample. Procedures used to draw a sample must conform to accepted statistical practices, such as using a table of random numbers. Participant samples must be drawn on at least a monthly basis;
- The minimum response rate is 70 percent. The response rate is calculated as the number of respondents with *complete* customer satisfaction information divided by the total number in the sampling frame. A survey is considered *complete* where valid answers are provided by respondents for each of the core questions outlined by ETA;
- It is very important that all records for eligible participants be entered in a timely fashion into the databases. The information in these databases will be used to develop lists of participants who received services that are the subject of the survey. Every precaution must be taken to prevent a response bias;

- States must develop a process for creating an up-to-date customer list, capturing information on each customer's address and telephone number. Local programs should collect alternate contact information from a person known by the customer who would know the whereabouts of the customer in the event the customer cannot be reached at the address and telephone number recorded for the customer;
- A letter in advance of the survey should be sent out informing the customer that he or she can expect to receive a telephone call about his or her satisfaction with the services. States should place a phone number on the letter, suggesting that customers call if they need help or call if their phone numbers changed;
- Attempts must be made to contact all eligible participants in the sample to avoid introducing bias. A minimum of five follow-up attempts is required, involving various times of the day before closing the record;
- Respondents must be told that responding to the survey is voluntary and that the information they provide will be kept confidential. However, states must not make any assurances regarding confidentiality without ensuring that they have the legal authority to make such assurances. Such authority may be found in state privacy laws, for example;
- States must use the minimum core customer satisfaction questions specified by ETA in collecting and reporting satisfaction outcomes. These mandatory items should be located at the beginning of the questionnaire. States may include other questions about the service experience; and
- The interview should be limited to 15 minutes or less. Shorter questionnaires produce better response rates when compared to longer questionnaires.

#### **4. What are the Core Questions?**

The following introductory statement and core ACSI questions are to be read to the respondent at the beginning of the interview<sup>1</sup>. The introductory script sets the context for the interview by focusing the interview on the service experience, date(s) of service, and the firm(s) or organization(s) delivering the service(s). In addition to contact information, the survey administrators will need to know the service(s) provided to each customer, the date(s) of service, and the firm(s) providing the service(s) in order to complete the interviews. The service(s) should be worded in terms recognizable to the customer.

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<sup>1</sup> Note: The first question can be modified to suit the individual needs of the State and the names for program services recognizable for their population. The lead-in question provided is a model to be used as guidance.

*[Introductory Script]*

My name is (interviewer) with (firm or agency) and I am conducting a survey for the (program name). I would like to speak to Ms./Mr. (name of participant).

Are you the Ms./Mr. (name of participant) who received a (name of service(s)) from the on (date or date range)? [IF THE RESPONDENT CONFIRMS PARTICIPATION, PROCEED WITH THE INTERVIEW. IF NO, END THE INTERVIEW AND THANK THE RESPONDENT FOR HIS OR HER TIME.]

I would like to ask you some questions about your recent experience with the services you received. Our purpose is to learn from you how to improve programs and services offered to people. Under the public burden statement required by the Paperwork Reduction Act of 1995, our OMB control number for this information collection is 1205-0420 and permission to collect this expires on 12/31/2012. Responding to this questionnaire is completely voluntary. The survey will take about 15 minutes. Your responses are private and will not be shared with the U.S. Department of Labor or any other agency except as required by law. Do you have any questions for me?

If you have any questions regarding this estimate or any other aspects of this collection, including suggestions for reducing this burden, send them to Larry Burns, U.S. Department of Labor, Employment and Training Administration, Office of Workforce Investment, Room S-4209, Washington, D.C. 20210 (Paperwork Reduction Act 1205-0420). [IF NO, CONTINUE. IF YES, PROBE TO UNDERSTAND THE QUESTIONS, PROVIDE ANSWERS AND RESTATE THE IMPORTANCE OF THE RESPONDENT'S PARTICIPATION IN THE INTERVIEW.]

*[The Questions]*

First, I want you to rate your overall experience with the services. I will read to you three statements and ask you to rate your experience.

Utilizing a scale of 1 to 10 where a 1 means "Very Dissatisfied" and 10 means "Very Satisfied" what is your overall satisfaction with the services provided from \_\_\_\_\_?

Very Dissatisfied										Very Satisfied	DK <sup>2</sup>	REF <sup>3</sup>
1	2	3	4	5	6	7	8	9	10		11	12

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<sup>2</sup> DK = Don't Know

<sup>3</sup> REF = Refused to Answer

Considering all of the expectations you may have had about the services, to what extent have the services met your expectations? A 1 now means “Falls Short of Your Expectations” and 10 means “Exceeds Your Expectations.”

Falls Short of Expectations								Exceeds Expectations		DK	REF
1	2	3	4	5	6	7	8	9	10	11	12

Now think of the ideal program for people in your circumstances. How well do you think the services you received compare with the ideal set of services? A 1 now means “Not very close to the Ideal” and 10 means “Very Close to the Ideal.”

Not Close To Ideal								Very Close To Ideal		DK	REF
1	2	3	4	5	6	7	8	9	10	11	12

## C. Measuring One-Stop Employer Customer Satisfaction

The weighted average of employer ratings on each of the three questions regarding overall satisfaction is reported on a 0-100 point scale. The score is a weighted average, not a percentage.

### 1. Who Will Be Surveyed?

#### *One-Stop Employers*

Those eligible for surveying include employers who received a substantial service where the service has been completed or, if it is an ongoing service, when a full segment of service has been provided. All employers who received a substantial service involving personal contact with WIA staff are eligible to be chosen for inclusion in the random sample. Examples of substantial services include staff facilitated job orders, customized job training, customized labor market information requests, and on-the-job training activities.

When an employer has received multiple services, priority should be given to the service that required the greatest expenditure of financial assistance or staff time<sup>4</sup>, and the survey conducted regarding their satisfaction with that service. An employer should only be surveyed one time during the course of the program year.

### 2. How Many (number obtained)?

Except in small states, a sample will be taken from these employers. At least 500 completed interviews are required for the employer survey for calculation of the indicator. States are required to determine the appropriate sample sizes and sampling percentages using the required response rate and the required number of completed interviews. The sampling percentage should be constant over time to avoid under-representing or over-representing time intervals. A completed employer survey is defined as a survey in which all three questions regarding overall satisfaction have been answered. The standard of 500 from a sample of the whole population of customers provides accuracy such that there is only a 5 in 100 chance that the results would vary by more than 5 points from the score obtained from surveying the whole population.

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<sup>4</sup> Where an employer has received multiple services in a given time period, and there is separate contact information for each service, the contact information for the priority service should be used for surveying.

### 3. How (methodology) and When to Conduct Surveys?

To ensure ACSI results for individuals are collected in a consistent and uniform manner, procedures used by states to obtain employer customer satisfaction information must satisfy the following criteria:

- Employer customer satisfaction responses must be collected by way of telephone interviews. In-person interviews and mail questionnaires may be used only in situations where the individual does not have a telephone;
- Employers should be contacted as soon as possible after the completion of the service and no later than 60 days after the completion of the service. For employers who listed a job order where no referrals were made, contact should occur 30 to 60 days after a job order was listed;
- States must complete a minimum of 500 employer surveys during the program year to accurately assess performance on the ACSI;
- If sampling is used, states must randomly sample employers to obtain the desired number of completed surveys. States are required to determine the appropriate sample sizes and sampling percentages using the required response rate and the required number of completed interviews;
- The sampling methodology used to select potential respondents for the surveys must ensure the consistent random selection of a sample of employers eligible for the surveys. With this in mind, no individual in the employer group eligible for the survey may be arbitrarily excluded from a sample. Procedures used to draw a sample must conform to accepted statistical practices, such as using a table of random numbers;
- Employer samples must be drawn on at least a monthly basis. To obtain sufficient numbers, smaller states will need to survey on an ongoing basis;
- The minimum response rate for the employer survey is 70 percent. The response rate is calculated as the number of respondents with *complete* customer satisfaction information divided by the total number in the sampling frame. A survey is considered *complete* where valid answers are provided by respondents for each of the core questions outlined by ETA;
- It is very important that all records for eligible employers be entered in a timely fashion into the databases. The information in these databases will be used to develop lists of employers who received services that are the subject of the surveys. Every precaution must be taken to prevent a response bias.

- States must develop a process for creating an up-to-date customer list, capturing information on each customer's address and telephone number. Local programs should collect alternate contact information from a person known by the customer who would know the whereabouts of the customer in the event the customer cannot be reached at the address and telephone number recorded for the customer.
- A letter in advance of the survey should be sent out informing the customer that he or she can expect to receive a telephone call about his or her satisfaction with the services. States should place a phone number on the letter, suggesting that customers call if they need help or call if their phone numbers changed.
- Attempts must be made to contact all eligible employers in the samples to avoid introducing bias. A minimum of five follow-up attempts is required, involving various times of the day before closing the record.
- Respondents must be told that responding to the survey is voluntary and that the information they provide will be kept confidential. However, states must not make any assurances regarding confidentiality without ensuring that they have the legal authority to make such assurances. Such authority may be found in state privacy laws, for example.
- States must use the minimum core customer satisfaction questions specified by ETA in collecting and reporting satisfaction outcomes. These mandatory items should be located at the beginning of the questionnaire. States may include other questions about the service experience.
- The interview should be limited to 15 minutes or less. Shorter questionnaires produce better response rates when compared to longer questionnaires.

#### **4. What are the Core Questions?**

The following introductory statement and core ACSI questions are to be read to the respondent at the beginning of the interview<sup>5</sup>. The introductory script sets the context for the interview by focusing the interview on the service experience, date(s) of service, and the firm(s) or organization(s) delivering the service(s). In addition to contact information, the survey administrators will need to know the service(s) provided to each customer, the date(s) of service, and the firm(s) providing the service(s) in order to complete the interviews. The service(s) should be worded in terms recognizable to the customer.

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<sup>5</sup> Note: The first question can be modified to suit the individual needs of the State and the names for program services recognizable for their population. The lead-in question provided is a model to be used as guidance.

*[Introductory Script]*

My name is (interviewer) with (firm or agency) and I am conducting a survey for the (program name). I would like to speak to Ms./Mr. (name of employer contact).

Are you the Ms./Mr. (name of contact) who received a (name of service(s)) from the on (date or date range)? [IF THE RESPONDENT CONFIRMS PARTICIPATION, PROCEED WITH THE INTERVIEW. IF NO, END THE INTERVIEW AND THANK THE RESPONDENT.]

I would like to ask you some questions about your recent experience with the services you received. Our purpose is to learn from you how to improve programs and services offered to people. Under the public burden statement required by the Paperwork Reduction Act of 1995, our OMB control number for this information collection is 1205-0420 and permission to collect this expires on 12/31/2012. Responding to this questionnaire is completely voluntary. The survey will take about 15 minutes. Your responses are private and will not be shared with the U.S. Department of Labor or any other agency except as required by law. Do you have any questions for me?

If you have any questions regarding this estimate or any other aspects of this collection, including suggestions for reducing this burden, send them to Larry Burns, U.S. Department of Labor, Employment and Training Administration, Office of Workforce Investment, Room S-4209, Washington, D.C. 20210 (Paperwork Reduction Act 1205-0420).

[IF NO, CONTINUE. IF YES, PROBE TO UNDERSTAND THE QUESTIONS, PROVIDE ANSWERS AND RESTATE THE IMPORTANCE OF THE RESPONDENT'S PARTICIPATION IN THE INTERVIEW.]

*[The Questions]*

First, I want you to rate your overall experience with the services. I will read to you three statements and ask you to rate your experience.

Utilizing a scale of 1 to 10 where 1 means "Very Dissatisfied" and 10 means "Very Satisfied" what is your overall satisfaction with the services provided from \_\_\_\_\_?

Very Dissatisfied										Very Satisfied	DK <sup>6</sup>	REF <sup>7</sup>
1	2	3	4	5	6	7	8	9	10	11	12	

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<sup>6</sup> DK = Don't Know

<sup>7</sup> REF = Refused to Answer



Considering all of the expectations you may have had about the services, to what extent have the services met your expectations? A 1 now means “Falls Short of Your Expectations” and 10 means “Exceeds Your Expectations.”

Falls Short of Expectations									Exceeds Expectations	DK	REF
1	2	3	4	5	6	7	8	9	10	11	12

Now think of the ideal program for people in your circumstances. How well do you think the services you received compare with the ideal set of services? A 1 now means “Not very close to the Ideal” and 10 means “Very Close to the Ideal.”

Not Close To Ideal									Very Close To Ideal	DK	REF
1	2	3	4	5	6	7	8	9	10	11	12

**D. Definition of Terms**

*Sample* - A group of cases selected from a population by a random process where everyone has an equal probability of being selected.

*Last Expected Service* – Occurs when the participant completes the activities outlined in his or her service strategy or service plan and there are no additional services expected other than supportive or follow-up services. Last expected service may also occur in situations where the participant voluntarily or involuntarily discontinues his or her participation in services outlined in the service plan.

*Last Expected Service Date* – This date is used to determine when a customer becomes a part of the sampling frame for the participant customer satisfaction survey. In many instances, this date will be the same as the exit date. In situations where a case was ended, reopened within 90 days of the original closure date, and then ended again, the date used to determine inclusion in the sampling frame is the initial last expected service date.

*Response rate* - The percentage of people in the sample who are contacted and respond to the core questions on the survey.

## E. Calculation of the ACSI

The ACSI scores represent the weighted sum of the three ACSI questions' values which are transformed into 0 to 100 scale values. The weights are applied to each of the three questions to account for differences in the characteristics of the State's customer groups.

For example, assume the mean values of three ACSI questions for a state are:

- |                         |       |
|-------------------------|-------|
| 1. Overall Satisfaction | = 8.3 |
| 2. Met Expectations     | = 7.9 |
| 3. Compared to Ideal    | = 7.0 |

Then, these mean values from raw data must first be transformed to the value on a 0 to 100 scale. This is done by subtracting 1 from these mean values, dividing the results by 9 which is the value of range of a 1 to 10 raw data scale, and multiplying the whole by 100:

- |                         |                                   |
|-------------------------|-----------------------------------|
| 1. Overall Satisfaction | = $(8.3 - 1)/9 \times 100 = 81.1$ |
| 2. Met Expectations     | = $(7.9 - 1)/9 \times 100 = 76.7$ |
| 3. Compared to Ideal    | = $(7.0 - 1)/9 \times 100 = 66.7$ |

The ACSI score is calculated as the weighted averages of these values. Assuming the weights for the example state are 0.3804, 0.3247 and 0.2949 for questions 1, 2 and 3, respectively, the ACSI score for the state would be calculated as follows:

$$(0.3804 \times 81.1) + (0.3247 \times 76.7) + (0.2949 \times 66.7) = \mathbf{75.4}$$

Weights were calculated by a statistical algorithm to minimize measurement error or random survey noise that exists in all survey data. State-specific weights were calculated using the relative distribution of ACSI respondent data for non-regulatory Federal agencies previously collected and analyzed by CFI and the University of Michigan.

Specific weighting factors have been developed for each State. New weighting factors will be published annually.