

## Appendix A – Survey Instrument

### YEAR 2013-14 STAKEHOLDER SATISFACTION WITH EDUCATION IN ALBERTA: PUBLIC/ADULT LEARNER SURVEY

I-1 Hello, my name is \_\_\_\_\_ and I am calling from CCI Research on behalf of Alberta Education and Alberta Innovation and Advanced Education. We are conducting a survey that annually gathers opinions on the education system in Alberta.

We are looking for information about the level of satisfaction with Alberta's education and advanced education systems, and to find out possible areas that can be improved or looked into further.

For this survey, may I please speak to the person in your household who is 18 years of age or older and who has had the most recent birthday? (Would that be you?)

1. YES, SPEAKING
2. YES, I'LL GO GET THEM
3. NO, NOT AVAILABLE

GO TO I - 2  
RE-READ INTRODUCTION  
RECORD CALL BACK INFORMATION

If more information is requested by person who answers telephone read section below.

1. If unsure of what Alberta Education or Alberta Innovation and Advanced Education is:

Alberta Education is the Alberta government department that oversees Alberta's education system and is responsible for basic learning, including, Kindergarten to Grade 12. Alberta Innovation and Advanced Education is the Alberta government department that oversees the universities, colleges, technical institutions and apprenticeship programs in the province.

2. If respondent is questioning the survey and the validity of it:

We can provide you with a contact name and phone number if you would like. You can contact Jim Peck of Alberta Education at 780-422-1963 if you would like to know more about the survey. There is toll-free access to this number within Alberta if you dial 310-0000 first.

3. If respondent wants to know who we are:

We are calling from CCI Research, a survey research firm. We have been contracted by Alberta Education to conduct this survey to gather opinions on the education system in Alberta.

4. If respondent wants to know why we are calling from Ontario:

We are a Canadian company that conducts research for government and education across the country. We have been contracted by Alberta Education to conduct this survey.

**I-2** Are you willing to participate in this survey with me? It will take only a few minutes of your time.  
[Interviewer Prompt: If asked: This survey could take approximately 15 minutes of your time.]

- |             |                               |
|-------------|-------------------------------|
| 1, YES      | GO TO I - 3                   |
| 2. NO-LATER | RECORD CALL BACK INFORMATION  |
| 3. NO-NEVER | OKAY. THANK YOU FOR YOUR TIME |

**I-3** Please remember your answers are completely confidential and will be grouped together with others for reporting purposes. You are free to refuse to answer any question at any time. Please note, this call may be monitored or recorded for quality assurance purposes.

## **PART I: ECS TO GRADE 12 EDUCATION**

### **SECTION A**

**[To be Completed by 800 Respondents]**

1. Overall, how satisfied are you with the quality of education that students in elementary, junior and senior high schools are receiving in your community? Are you...
  - 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very Dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable
  
2. Would you strongly agree, agree, disagree or strongly disagree with the following statement?
  - a. The highest priority of Alberta's education system is the success of the student
    - 1 Strongly agree
    - 2 Agree
    - 3 Disagree
    - 4 Strongly disagree
    - 8 Refused
    - 9 Don't Know/Not Applicable
  
3. Would you strongly agree, agree, disagree or strongly disagree that the curriculum focuses on what students need to learn in each of the following areas... **(ROTATE) (Read list)**
  - a. Reading
    - 1 Strongly agree
    - 2 Agree

- 3 Disagree
- 4 Strongly disagree
- 8 Refused
- 9 Don't Know/Not Applicable

- b. Writing
- c. Mathematics
- d. Science
- e. Social Studies

3a. Would you strongly agree, agree, disagree or strongly disagree with each of the following statements. **(Read List)**

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Refused
- 9 Don't Know/Not Applicable

- a. Students in your community are getting better at reading
- b. Students in your community are getting better at writing
- c. Students in your community are getting better at mathematics
- d. Students in your community are getting better at science

4. How satisfied are you that students are taught attitudes and behaviours to be successful at work when they leave school? Are you... **(Read List)**

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

5. How satisfied are you that students demonstrate attitudes and behaviours to be successful at work when they leave school? Are you... **(Read List)**

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused

9 Don't Know/Not Applicable

6. How satisfied are you that high school graduates demonstrate the knowledge, skills and attitudes for learning throughout their lifetime? Are you... **(READ LIST)**  
**(Interviewer prompt:** Students who are prepared for learning throughout their lifetime demonstrate literacy, numeracy, computer skills, motivation to learn, adaptability, self confidence and the ability to access learning opportunities.)

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

**Now, I would like to ask you some specific questions about skills and personal qualities that recent high school graduates may be expected to have.**

7. How satisfied are you that high school graduates demonstrate the following skills and personal qualities? Are you...

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

- a. Their ability to use numbers as required for work
- b. Their ability to think and solve problems
- c. Their ability to communicate in speech and writing
- d. Their ability to manage information from a variety of areas
- e. Their ability in demonstrating positive attitudes and behaviours
- f. Their ability to be responsible for work and accountable for actions
- g. Their ability to be adaptable – having the ability to work as an individual or within a team
- h. Their ability to learn continuously
- i. Their ability to work safely
- j. Their ability to work with others towards a common goal
- k. Their ability to participate and contribute in projects and tasks
- l. Their ability to transition effectively from school to work
- m. Their ability to understand abstract concepts
- n. Their ability to be honest and ethical in dealing with other people
- o. Their ability to be punctual and finish work on time
- p. Their ability to manage money, credit and personal finances
- q. Their ability to lead a group or a team
- r. Their ability to help in keeping the environment clean
- s. Their ability to make fair decisions

8. How satisfied are you that your input into decisions at schools in your community is considered?
- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very Dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable
9. How satisfied are you that your input into the education of students is considered by the school board of your jurisdiction? Are you... (READ LIST)
- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable
10. How satisfied are you that your input into the education of students is considered by Alberta Education? Are you... **(READ LIST)**
- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable
11. How satisfied are you that you are receiving value for money that is spent in schools in your community? Are you ...
- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable

12. Would you strongly agree, agree, disagree or strongly disagree that high school graduates in Alberta are prepared to enter post-secondary education and training?
- 1 Strongly agree
  - 2 Agree
  - 3 Disagree
  - 4 Strongly disagree
  - 8 Refused
  - 9 Don't Know/Not Applicable

**SECTION B**

**[To be Completed by 400 of the 800 Respondents from Section A,  
Remainder Go To Section C]**

13. How satisfied are you that Alberta's Education system is contributing to students' development of: (READ LIST)
- 1 Very satisfied
  - 2 Satisfied
  - 3 Dissatisfied
  - 4 Very dissatisfied
  - 8 Refused
  - 9 Don't Know/Not Applicable
- a. Intellectual skills
  - b. Social skills
  - c. Physical abilities
  - d. Emotional well-being
  - e. Spiritual awareness
14. To what extent are you involved in decisions at schools in your community .... **(Read list)**
- 1 A lot
  - 2 Some
  - 3 Very little
  - 4 Not at all
  - 8 Refused
  - 9 Don't Know/Not Applicable
15. How satisfied are you with the opportunity to be involved in decisions at schools in your community?

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

16. Would you strongly agree, agree, disagree or strongly disagree with the following statements?

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Refused
- 9 Don't Know/Not Applicable

- a. Alberta's education system uses research and consultation with Albertans to guide policy decisions?
- b. Alberta's education system ensures access to quality education to all students regardless of where they live?
- c. Alberta's education system is accountable to the public?
- d. Alberta's education system communicates effectively with the public?

### SECTION C

**[To be Completed by the Remaining 400 of 800 Respondents from Section A]**

17. Thinking about THE TEACHING PROFESSION IN GENERAL, would you strongly agree, agree, disagree or strongly disagree with each of the following statements. *The teaching profession requires teachers to ... (ROTATE) (READ LIST)*

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Refused
- 9 Don't Know/Not Applicable

- a. Have specialized knowledge and skills
- b. Apply their specialized knowledge and skills using reasoned judgment
- c. Provide a very valuable service to society

18. Would you strongly agree, agree, disagree or strongly disagree that the leadership at the provincial level effectively supports and facilitates teaching and learning?
- 1 Strongly agree
  - 2 Agree
  - 3 Disagree
  - 4 Strongly disagree
  - 8 Refused
  - 9 Don't Know/Not Applicable
19. Do you belong to a community organization that uses facilities at a school?
- 1 Yes (Go to Q20)
  - 2 No (Go to Q21)
  - 8 Refused
  - 9 Don't Know/Not Applicable
20. Are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the following:
- a. The school building is well-maintained
    - 1 Very satisfied
    - 2 Satisfied
    - 3 Dissatisfied
    - 4 Very dissatisfied
    - 8 Refused
    - 9 Don't Know/Not Applicable
  - b. The school building meets your physical needs



## PART II: ADULT EDUCATION

### SECTION D

#### [To be Completed by 800 Respondents (All)]

The following questions concern your opinion of Alberta's adult learning system, and, if applicable, your personal experiences with the existing adult education system, or any formal adult learning you might have taken in Alberta. Your responses will assist Alberta Innovation and Advanced Education in improving the adult education system to serve Albertans more effectively and efficiently in the future.

The next few questions will deal with how accessible education and training is for you.

21. Are you very satisfied, satisfied, dissatisfied or very dissatisfied with the following:
- a. The programs, classes or courses you want are offered in locations (including on-line) that are easily accessible for you
    - 1 Very satisfied
    - 2 Satisfied
    - 3 Dissatisfied
    - 4 Very dissatisfied
    - 8 Refused
    - 9 Don't Know/Not Applicable
  - b. The programs, classes or courses you want are offered at suitable times for you
  - c. The programs, classes or courses you want have enough spaces available for you to enrol (that is, that the classes are not always full)
- 21.B The adult learning system has a number of different types of learning providers. Thinking about the following types of providers, would you say these are offering adult programs, classes or courses near you? (READ LIST)
- a. Community College
    - 1 Yes
    - 2 No
    - 8 Refused
    - 9 Don't Know/Not Applicable
  - b. University
  - c. Technical Institute
  - d. Community Organization
  - e. Private Career College
  - f. School (e.g., K-12 school)
22. Would you strongly agree, agree, disagree or strongly disagree with the following:
- a. Alberta's adult education system is within **your** financial means?

22a1. For what reason did you give that rating? (if Q22a = 1,2,3 or 4)

b. Alberta's learning system **is within the means of most Albertans?**

22b1. For what reason did you give that rating? (if Q22b = 1,2,3 or 4)

23. Have you taken any education or training **in the past 12 months** in Alberta?

(**Interviewer Prompt:** You may have taken the education or training for adults at your place of work, as an apprentice, online or by distance, or in classes at an Alberta college, university, technical institute, community group or school.)

1 Yes (GO TO Q26a)

2 No (GO TO Q24)

8 Refused (TERMINATE)

24. **ADULT NON-LEARNERS** What would you say is the **MAIN** reason you have not taken any education or training in the past 12 months? (Do not read list. Accept one answer only.)

1 Not interested

2 Lack of time

3 Costs too much

4 No access (to the program I'm interested in)

5 Marks aren't high enough (for the program I'm interested in)

6 Working/self-employed

7 Retired/senior

8 Current job does not require additional education or training

9 Just relocated to Alberta/away for an extended period

10 Family commitments

11 No particular reason

12 Other (Specify \_\_\_\_\_)

98 Refused

99 Don't Know/Not Applicable

Alberta Education and Alberta Innovation and Advanced Education are still interested in your opinions about Alberta's Adult Education System.

25a. **ADULT NON-LEARNERS** How satisfied are you that most adults can access the education or training they want? Are you ...

1 Very satisfied

2 Satisfied

- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

25b. For what reason did you give that rating? (if Q25a = 1, 2, 3, or 4)

26a. **ADULT LEARNERS** What would you say was the MAIN reason you took this education or training? (Do not read list. Accept one answer only)

- 1 Workplace requirement (e.g., employer wants you to take this course)
- 2 Employment (e.g., to help get or qualify for a job, improving resume)
- 3 Apprenticeship requirement
- 4 Increase skills and knowledge
- 5 Personal interest in subject matter
- 6 Health and wellbeing
- 7 Other (Specify \_\_\_\_\_)
- 8 Refused
- 9 Don't Know/Not Applicable

26b. **ADULT LEARNERS** Did you take this education or training in person, online or a combination of online and in person?

- 1 In person / in class
- 2 Online / by distance / correspondence
- 3 Blended (both online/by distance/correspondence and in person/in class)
- 8 Refused
- 9 Don't Know/Not Applicable

26c. **ADULT LEARNERS** Where did you take this education or training?

(Select all that apply)

- 1 Workplace
- 2 Community College
- 3 University
- 4 Technical Institute
- 5 Community Organization
- 6 Private Career College
- 7 School (e.g., K-12 school)
- 8 Other (Specify \_\_\_\_\_)
- 98 Refused

99 Don't Know/Not Applicable

27a. **ADULT LEARNERS** How satisfied are you that **you can access the education and training you want** within Alberta's learning system? Are you...

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

27b. For what reason did you give that rating? **(If Q27a=1,2,3 or 4)**

28. **ALL RESPONDENTS** In the next 12 months, how likely are you to take education or training? Are you . . .

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 8 Refused
- 9 Don't Know/Not Applicable

29. **ALL RESPONDENTS** How satisfied are you that adults taking education or training are being well prepared for participating in the economy or labour market of the province? Are you...

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 8 Refused
- 9 Don't Know/Not Applicable

30. **ALL RESPONDENTS** Do you have any additional comments? **ALL RESPONDENTS**

1 Yes (specify)

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2 No

8 Refused

**DEMOGRAPHICS (ADULT LEARNERS and NON LEARNERS)**

**[To be Completed by 800 Respondents (All)]**

Finally, I have some questions that will help us better understand the data.

A. Including children and adults, how many dependents do you have?

1 None **GO TO QC**

2 One

3 Two

4 Three

5 More than three

8 Refused

B. Are there any children in this household who are attending elementary, junior or senior high school in Alberta?

1 Yes

2 No

8 Refused

C. What is your current age?

1 Answer (Record age)

8 Refused

D. What is your current marital status? **(Read List, Select one.)**

1 Single

2 Married/Common law

3 Widowed

4 Divorced

5 Separated

8 Refused

E. Which of the following BEST describes your present status? (**Read List, Select one answer only.**)

- 1 Employed full-time (30 or more hours per week)
- 2 Employed part-time (less than 30 hours per week)
- 3 Unemployed
- 4 Self-employed
- 5 Retired
- 6 Home-maker
- 7 On leave (maternity/disability)
- 8 Other (SPECIFY) \_\_\_\_\_
- 98 Refused

F. What is the highest level of education you have attained? (**Read list. Select one answer only**)

**(Interviewer Note:** A certificate would include fields such as accounting, marketing, office administration, fashion design, drafting, x-ray technician, and hospitality/tourism management. These programs are almost exclusively 1 year (or less) in length.

An apprenticeship program would include trade/journeyman/designated occupation certificate.

A diploma program – college/technical institute diploma programs are (generally) 2-year programs, often in many of the same fields as the “regular” certificates described above.

It is important to distinguish certificates from trade/journeyman/designated occupation certificates.

If the respondent identifies a certificate that may be apprenticeship-related (e.g., “I have a millwright certificate” or “I have a warehousing certificate”), probe by asking “Did you enrol in/complete an apprenticeship training program in the \_\_\_\_\_ trade occupation?” If the respondent indicates “Yes” (or indicates they wrote an exam to qualify for the certificate) then code as trade/journeyman/designated occupation certificate. All other responses should be coded as certificate.

- 1 Less than high school
- 2 Some high school
- 3 High school graduate
- 4 Some post-secondary (college/technical/vocational) GO TO QF1
- 5 Completed post-secondary (college/technical/vocational) GO TO QF2
- 6 Some university GO TO QF3
- 7 Completed university bachelor’s degree
- 8 Completed university graduate studies GO TO QF4
- 98 Refused

F1. What post-secondary college/technical/vocational program did you enrol in? (**Read list.**)

- 1 An apprenticeship program

- 2 A certificate from a post-secondary institution (typically up to a 1-year program)
- 3 A post-secondary diploma from a post-secondary institution (typically a 2-year program)
- 8 Refused
- 9 Don't Know/Not Applicable

F2. What post-secondary college/technical/vocational program did you complete? **(Read list.)**

- 1 An apprenticeship program
- 2 A certificate from a post-secondary institution (typically up to a 1-year program)
- 3 A post-secondary diploma from a post-secondary institution (typically a 2-year program)
- 8 Refused
- 9 Don't Know/Not Applicable

F3. What university program did you enrol in? **(Read list.)**

- 1 Bachelor's degree
- 2 Master's degree
- 3 Doctorate
- 4 Other (Specify \_\_\_\_\_)
- 8 Refused
- 9 Don't Know/Not Applicable

F4. What graduate studies did you complete? **(Read list.)**

- 1 Master's degree
- 2 Doctorate
- 3 Other (Specify \_\_\_\_\_)
- 8 Refused
- 9 Don't Know/Not Applicable

G. What gross household income category do you fall into? **(Read list)**

- 1 Less than \$15,000
- 2 \$15,000 to less than \$25,000
- 3 \$25,000 to less than \$35,000
- 4 \$35,000 to less than \$50,000
- 5 \$50,000 to less than \$65,000
- 6 \$65,000 to less than \$80,000
- 7 \$80,000 to less than \$95,000

- 8 \$95,000 or more
- 9 Refused
- 10 Don't Know/Not Applicable

H. Record Gender **(Do not ask)**

- 1 Male
- 2 Female

**We've reached the end of the survey. On behalf of Alberta Education and Alberta Innovation and Advanced Education, I'd like to thank you very much for your time and cooperation.**