

Appendix A - Survey Instrument

YEAR 2013-14 STAKEHOLDER SATISFACTION WITH EDUCATION IN ALBERTA BUSINESS AND INDUSTRY SURVEY

Q11. Hello, my name is <interviewer name> and I am calling from CCI Research on behalf of Alberta Education.

Q11a. I would like to speak to the person responsible for hiring and staffing at your organization. Could you tell me who that would be and their extension number?

[Interviewer prompt if asked what this is about: Alberta Education is conducting a study of employers throughout the province of Alberta to gauge their opinions about how well Alberta's Kindergarten to Grade 12 (K-12) Education System is preparing its graduates for employment. We would like to speak to someone responsible for hiring and staffing at your organization.]

[Interviewer prompt if there is more than one area/department: We would like to speak with someone responsible for hiring and staffing for the department with the largest number of employees.]

Yes – that would be me	Record first name/last name and extension # of person on the line; then Go to Q13
Yes – that is someone else	Record first name/last name and extension # of person we need to speak to; then Go to Q12a
No	Thank you for your time. Good bye.
Don't know	Thank you for your time. Good bye.
Refused	Thank you for your time. Good bye.

Q12a. Could I please speak with <recorded name from Q11a.>?

Yes – goes to get them or transfers	Go to Q12b
No – not available at the moment	Go to Call Back – record name and extension # of person we need to speak to
Don't know	Go to Call Back – record name and extension # of person we need to speak to
Refused	Thank you for your time. Good bye.

(This would also be the callback)

Q12b. Hello, may I please speak with <recorded name from Q11a.>?

Yes – that would be me	Go to Q12c
Yes – goes to get them or transfers	Go to Q12c
No – not available at the moment	Go to Call Back
Don't know	Go to Call Back
Refused	Thank you for your time. Good bye.

Q12c. Hi, my name is <interviewer name> and I am calling from CCI Research on behalf of Alberta Education. I was referred to you as the person responsible for hiring and staffing at your organization. Is that correct?

[Interviewer prompt if asked what this is about: Alberta Education is conducting a study of employers throughout the province of Alberta to gauge their opinions about how well Alberta's Kindergarten to Grade 12 (K-12) Education System is preparing its graduates for employment. We would like to speak to someone responsible for hiring and staffing at your organization.]

Yes	Go to Q13
No	Go to Q11a
Don't know	Thank you for your time. Good bye.
Refused	Thank you for your time. Good bye.

Q13. I am calling on behalf of Alberta Education, a provincial government department that oversees the Kindergarten to Grade 12 (K-12) Education System in the province. We are conducting a study of employers throughout the province of Alberta to gauge their opinions about how well Alberta's K-12 Education System is preparing its graduates for employment. The survey should only take about 10 minutes to complete.

May I continue?

Yes	Go to Q14
No – Later	Go to Call Back – record name and extension #
Refused	Thank you for your time. Goodbye.

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

1. 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.

2. 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.

3. If respondent says they did the survey last year or asks why we are calling again:

For this survey, we receive a random sample of business telephone numbers in the province of Alberta. It is possible that some of the same businesses could be included in the sample from year to year. We would appreciate your responses to the survey on behalf of your company for this year.

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.

Q14. Thank you – we appreciate your help. Your participation is voluntary and confidential, and you may refuse to answer any question or end the survey at any time. All information will

be held in strict confidence and is protected under the Freedom of Information and Protection of Privacy Act. Results will be reported in a combined response form only. Please note, this call may be monitored or recorded for quality assurance purposes.

FIRMOGRAPHICS

I would like to begin by asking you some general questions about your organization.

- A. How many people does your organization employ in Alberta (including yourself)? Please also include any seasonal workers you may have employed in 2013. Would you say you have . . .

[Interviewer prompt: If unsure, what would be your best approximation on how many?]

- 1 2 - 4 employees
- 2 5 - 9 employees
- 3 10 - 19 employees
- 4 20 - 49 employees
- 5 50 - 99 employees
- 6 100 - 199 employees
- 7 200 - 499 employees
- 8 500 or more employees
- 9 **Other (Specify _____)
- 10 **Sole proprietorship (one person/no employees) Thank you for your time. Good bye.
<Not Eligible>
- 11 **Other organization type (e.g., non-profit, volunteers only) Thank you for your time. Good bye.
<Not Eligible>
- 88 Refused
- 99 Don't Know/Not Applicable

- B. What type of industry is your organization in?

[Interviewer prompt: How would you describe the general business activity of your organization?]

[Interviewer prompt to clarify if necessary: "What other words would you use to describe your industry?" or "How would you describe your industry more specifically?"]

-
- C. What is your business postal code?

[Interviewer note: If respondent is reluctant to give full postal code, ask for first three digits.].

- 1 |_|_|_|_|_|_|_|_| {CATI set-up note: set up with alpha numeric confirmation as per normal}
- 8 Refused
- 9 Don't Know/Not Applicable

- D. Could you tell me if you have any employees (including yourself) with ONLY High School graduation, from an Alberta High School?

[Interviewer prompt if asked to define high school graduate: A student who is awarded one of the following is a High School graduate: an Alberta High School Diploma (English or Francophone), a Certificate of High School Achievement (English or Francophone), a Certificate of Achievement, a Certificate of School Completion, an Alberta High School Diploma as a Mature Student, or a High School Equivalency Diploma.]

[Interviewer prompt if asked about additional education: We are asking about those who have High School Graduation Only at this time, and have not COMPLETED any post-secondary education or training to obtain an additional certificate, diploma, or degree.]

- | | | |
|---|---------------------------|---------|
| 1 | Yes | Go to E |
| 2 | No | Go to H |
| 8 | Refused | Go to H |
| 9 | Don't Know/Not Applicable | Go to H |

- E. Now, I would like to ask questions regarding your opinions of graduates from Alberta's K-12 Education System in general. We are asking about those who have High School Graduation Only at this time, and have not COMPLETED any post-secondary education or training to obtain an additional certificate, diploma, or degree. Please tell me whether you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the following:

[Interviewer prompt if asked to define high school graduate: A student who is awarded one of the following is a High School graduate: an Alberta High School Diploma (English or Francophone), a Certificate of High School Achievement (English or Francophone), a Certificate of Achievement, a Certificate of School Completion, an Alberta High School Diploma as a Mature Student, or a High School Equivalency Diploma.]

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

- a) High School graduates are entering the workforce with an appropriate combination of skills and knowledge.
- b) High School graduates demonstrate the ability to learn at work.
- c) High School graduates have the knowledge, skills and attitudes necessary for learning throughout their lifetime, meaning that they demonstrate literacy, numeracy, computer skills, motivation to learn, adaptability, self-confidence and the ability to access learning opportunities.

- F. Please tell me whether you strongly agree, agree, disagree, or strongly disagree that Alberta's K-12 Education System responds to the needs of your organization by:

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

- a) providing an adequate supply of High School graduates
- b) providing appropriate skills for High School graduates.

G. Have any of the individuals working for your organization graduated from an Alberta High School WITHIN THE LAST TWO YEARS?

[Interviewer prompt: We are asking if you have any employees who have ONLY High School graduation from an Alberta High School WITHIN THE LAST TWO YEARS.]

[Interviewer prompt if asked to define high school graduate: A student who is awarded one of the following is a High School graduate: an Alberta High School Diploma (English or Francophone), a Certificate of High School Achievement (English or Francophone), a Certificate of Achievement, a Certificate of School Completion, an Alberta High School Diploma as a Mature Student, or a High School Equivalency Diploma.]

[Interviewer prompt if asked about additional education: We are asking about those who have High School Graduation Only at this time, and have not COMPLETED any post-secondary education or training to obtain an additional certificate, diploma, or degree.]

- 1 Yes GO TO K
- 2 No GO TO H
- 8 Refused Thank you. We are looking to speak with businesses that employ recent high school graduates. We appreciate your time. Good bye. <Not Eligible>
- 9 Don't Know/Not Applicable Thank you. We are looking to speak with businesses that employ recent high school graduates. We appreciate your time..Good bye. <Not Eligible>

H. WITHIN THE LAST TWO YEARS, have you been looking to hire RECENT High School graduates?

[Interviewer prompt: By "recent" graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Yes GO TO I
- 2 No Thank you for your time. Good-bye <End Survey as "ineligible" complete (C2)>
- 8 Refused Thank you for your time. Good bye. <End Survey as "ineligible" complete (C2)>
- 9 Don't Know/Not Applicable Thank you for your time. Good bye. <End Survey as "ineligible" complete (C2)>

I_1. What type of positions or occupations were you looking to hire RECENT High School graduates for?

[Do not read list. Select all that apply.]

[Interviewer prompt: By "recent" graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Operator/Labourer/Warehousing
- 2 Technicians/Skilled Trades
- 3 Sales Persons
- 4 Customer Service/Counter Help

- 5 Administrative/Office Workers/Clerical
- 6 Truck Driver/Driving positions
- 7 Cashier
- 8 Food Preparation/Services
- 9 Administrative Assistant/Secretary
- 10 Other (Specify _____)
- 88 Refused
- 99 Don't Know/Not Applicable

I_2. Why didn't you hire RECENT Alberta High School graduates for these positions?
[Do not read list. Select all that apply.]

[Interviewer prompt: By "recent" graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Graduates not interested/none applied
- 2 Lack of suitable candidate/didn't find the right person
- 3 Still looking/Position has not been filled
- 4 Lack of experience related to position
- 5 High school graduates have a poor attitude
- 6 Other (Specify _____)
- 8 Refused
- 9 Don't Know/Not Applicable

J. Do you have any other comments you would like to make about RECENT High School graduates of Alberta's K-12 Education System?

[Interviewer prompt: By "recent" graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Yes (Record response)
-
-

- 2 No
- 8 Refused
- 9 Don't Know/Not Applicable

[For those who complete H, I, J - Thank you for your time. Good-bye <End Survey as "ineligible" complete> (C2)]

[Only those for whom G=1 continue with the full survey as per logic above.]

If G=1 – ASK THE FOLLOWING QUESTIONS TO EMPLOYERS WHO HAVE HIRED RECENT HIGH SCHOOL GRADUATES WITHIN LAST TWO YEARS

K_1. In the last two years, has your organization provided the following types of assistance to RECENT High School Graduates for SHORT TERM TRAINING OR COURSES RELATED TO THEIR JOBS?

[Interviewer prompt: By "recent" graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Yes

- 2 No
- 8 Refused
- 9 Don't Know/Not Applicable

- a) Paid fees/tuition
- b) Allowed leave of absence
- c) Provided time off during the working day
- d) Paid time off for specific course work

[If Yes to any of the above in K_1 a.-d., ask K_2 – otherwise skip to L if No to all of the above in K_1 a.-d.]

K_2 Could you please describe the type of short-term training or courses for RECENT High School graduates that your organization has supported:

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

L. Approximately how many of your current staff members have graduated from Alberta's K-12 Education System WITHIN THE LAST TWO YEARS with ONLY_High School graduation?

[Interviewer prompt: If unsure, what would be your best approximation on how many?]

[Interviewer prompt if asked to define high school graduate: A student who is awarded one of the following is a High School graduate: an Alberta High School Diploma (English or Francophone), a Certificate of High School Achievement (English or Francophone), a Certificate of Achievement, a Certificate of School Completion, an Alberta High School Diploma as a Mature Student, or a High School Equivalency Diploma.]

[Interviewer prompt if asked about additional education: We are asking about those who have High School Graduation Only at this time, and have not COMPLETED any post-secondary education or training to obtain an additional certificate, diploma, or degree.]

- 1 1 - 4 employees
- 2 5 - 9 employees
- 3 10 - 19 employees
- 4 20 - 49 employees
- 5 50 - 99 employees
- 6 100 - 199 employees
- 7 200 - 499 employees
- 8 500 or more employees
- 9 Other (Specify _____)
- 88 Refused
- 99 Don't Know/Not Applicable

M. Where are your RECENT High School graduates working?
[Read list. Select all that apply.]

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 At your current location
- 2 In a field office (Specify, record city, town, etc. _____)
- 3 Anywhere else (Specify _____)
- 8 Refused
- 9 Don't Know/Not Applicable

- N. Thinking about the RECENT High School graduates from Alberta's K-12 Education System you have working for your organization, please tell me how satisfied or dissatisfied you are OVERALL with their skills and quality of work. Are you . . .

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

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

SECTION S.

- Q1S. Now I would like to ask some specific questions about these RECENT High School graduates that your organization has hired. Would you be the best person to answer these questions, or should I be speaking with someone else, such as an immediate supervisor?

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

[Interviewer prompt: If there is more than one department or supervisor, please refer me to the supervisor who oversees the largest number of recent High School graduates.]

- | | |
|---------------------------------|-----------|
| Same person | Go to 4S |
| Different person/ supervisor(s) | Go to 1Sb |
| Refused | Go to 2S |
| Don't Know/Not Applicable | Go to 2S |

- Q1Sb. Before I ask to speak with that person, do you have any other comments you would like to make about RECENT High School graduates of Alberta's K-12 Education System?

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

- 1 Yes (Record response)
-

- 2 No
- 8 Refused

9 Don't Know/Not Applicable

Q2S. May I please have the name and phone number of the best person to answer questions about RECENT Alberta High School graduates so I may speak with him or her directly?

[Interviewer prompt: If there is more than one department or supervisor, please refer me to the supervisor who oversees the largest number of recent High School graduates.]

Yes	Record first name/last name and phone #/extension # of person we need to speak to; then Go to Q2Sa
No	Thank you for your time. Good bye. <Code as C1>
Don't know	Thank you for your time. Good bye. <Code as C1>
Refused	Thank you for your time. Good bye. <Code as C1>

Q2Sa. Could I please speak with <recorded name from Q2S.>?

1 – Yes goes to get them or transfers	Thank you. GO TO Q3Sa.
2 – No	On behalf of Alberta Education we would like to thank you for your participation in this study. Before I let you go, would you know of a better time to reach this other person? <go to callback with name2 and phone2 starting at Q3Sa>
8 – Refused	On behalf of Alberta Education we would like to thank you for your participation in this study. Before I let you go, would you know of a better time to reach this other person? <go to callback with name2 and phone2 starting at Q3Sa>
9 – Don't Know/Not Applicable	On behalf of Alberta Education we would like to thank you for your participation in this study. Before I let you go, would you know of a better time to reach this other person? <go to callback with name2 and phone2 starting at Q3Sa>

[If Q2Sa=2, 8, or 9, then survey goes to Call Back script and alternate contact information provided in 2S.]

(This would also be the callback)

Q3Sa. Hello, may I please speak with <recorded name from Q2S.>?

Yes – that would be me	Go to Q3Sc.
Yes – goes to get them or transfers	Go to Q3Sb.
No – not available at the moment	Go to Call Back – record name and extension # of person we need to speak to
Don't know	Go to Call Back – record name and extension # of person we need to speak to
Refused	Thank you for your time. Good bye. <Code C1>

Q3Sb. Hello, may I speak with <recorded name from Q2S.>?

Yes – that would be me	Go to Q3Sc.
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No – not available at the moment	Go to Call Back– record name and extension # of person we need to speak to
Don't know	Go to Call Back– record name and extension # of person we need to speak to
Refused	Go to Q2S.

Q3Sc. Hi, my name is <interviewer name> and I am calling from CCI Research on behalf of Alberta Education. I was referred to you as someone who could answer some specific questions about individuals working for your organization who graduated from an Alberta High School WITHIN THE LAST TWO YEARS. Is that correct?

Yes – that would be me	Go to Q3Sd.
No – that is someone else	Go to Q2S.
Don't know	Go to Q2S.
Refused	Go to Q2S.

Q3Sd. I am calling on behalf of Alberta Education, a provincial government department that oversees the Kindergarten to Grade 12 (K-12) Education System in the province. We are conducting a study of employers throughout the province of Alberta to gauge their opinions about how well Alberta's K-12 Education System is preparing its graduates for employment. The survey should take less than 10 minutes to complete.

May I continue?

Yes	Go to Q3Se.
No – Later	Go to Call Back – record name and extension #
Refused	Thank you for your time. Goodbye. <Code as C1>

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

1. 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.

2. 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.

3. 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.

Q3Se. Thank you – we appreciate your help. Your participation is voluntary and confidential, and you may refuse to answer any question or end the survey at any time. All information will be held in strict confidence and is protected under the Freedom of Information and Protection of Privacy Act. Results will be reported in a combined response form only. Please note, this call may be monitored or recorded for quality assurance purposes.

Now I would like to ask some specific questions about individuals working for your organization who graduated from an Alberta High School WITHIN THE LAST TWO YEARS.

SECTION S, Continued with person appropriate to answering questions about RECENT High School graduates

- 4S. First, I will read various types of skills and personal qualities that High School graduates may be expected to have. We are asking about those who have High School Graduation Only at this time, and have not COMPLETED any post-secondary education or training to obtain an additional certificate, diploma, or degree.

Considering recent High School graduates working for your organization, please tell me whether you are very satisfied, satisfied, dissatisfied, or very dissatisfied with each of the following:

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

[Interviewer prompt if asked to define high school graduate: A student who is awarded one of the following is a High School graduate: an Alberta High School Diploma (English or Francophone), a Certificate of High School Achievement (English or Francophone), a Certificate of Achievement, a Certificate of School Completion, an Alberta High School Diploma as a Mature Student, or a High School Equivalency Diploma.]

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

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

5S. Can you think of any particular skills or abilities that are missing from RECENT High School graduates?

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

[Accept all answers, record verbatim, probe fully and clarify responses.]

1 Yes (Record response)

2 No

8 Refused

9 Don't Know/Not Applicable

6S. Do you have any other comments you would like to make about RECENT High School graduates of Alberta's K-12 Education System?

[Interviewer prompt: By “recent” graduates, we mean those who graduated from an Alberta High School within the last two years.]

1 Yes (Record response)

2 No

8 Refused

9 Don't Know/Not Applicable

We have come to the end of the survey. On behalf of Alberta Education we would like to thank you for your participation in this study. Thank you again and good bye.