



Skills Funding  
Agency

# Employer Satisfaction Survey 2013

Provider Guidance

May 2013

Of interest to colleges and training providers

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## Introduction

This year, colleges and training organisations have the opportunity to take the lead in administering the FE Choices Employer Satisfaction survey themselves. As in previous years, all colleges and training organisations are required to check their Employer List.

Please read and follow the instructions in **Stage 1** of this guidance for details of how to check and update your Employer List. **Stage 2** of the guidance provides details on how to administer the survey to your employers.

### **Stage 1: Instructions for updating your employer list**

You should follow the instructions below to review and update your employer list by **17 May 2013**.

#### **Step One: Downloading your employer list**

- a. Download your employer list** from the Employer Satisfaction Survey homepage on the Provider Extranet by selecting the file.
- b. Save the Excel spreadsheet to your own network or PC without changing the file name.** We will not accept your file if the file name differs from that downloaded.

#### **Step Two: Check that the employers listed are correct**

- a. Check your spreadsheet** against the information in the fields listed in Table A below. Where necessary add in the correct information.

**Table A: List of fields you need to check and update/populate**

Title (column K)	Title of the person receiving the survey questionnaire (Mr/Miss/Mrs/Ms)
First name (column L)	First name of the person receiving the survey questionnaire
Surname (column M)	Surname of the person receiving the survey questionnaire
Job Title (column N)	Job title of the person receiving the survey questionnaire
Telephone number (column S)	Telephone number for the person receiving the questionnaire including area codes
Email (column T)	Email contact for the person receiving the questionnaire

Recognised as name (column B)	If your organisation subcontracted the training, please supply us with the name of the subcontractor organisation that delivered the training. If your organisation is known to the employer under a different name, please write in this name. Please note that the name that appears in the 'Recognised as' column in the Employer List you download is the name that will appear in the online survey.
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Please do not alter the structure of your files. We cannot accept files that have been structurally altered.

**b. Identify and exclude ineligible employers.** Follow the instructions in the 'What you need to do' column in Table B below to mark these employers on your spreadsheet.

**PLEASE DO NOT REMOVE OR ADD ANY EMPLOYERS TO THE LIST. COLUMNS A, C – I, O, P, R AND U CANNOT BE EDITED.**

**Table B: Identifying and excluding ineligible employers**

<b>REASONS FOR WANTING TO REMOVE AN EMPLOYER</b>	<b>WHAT YOU NEED TO DO ON THE EMPLOYER SPREADSHEET</b>
<b>The employer is no longer trading</b>	Select 'Ceased trading' from the drop-down menu in column V 'Reason for removing employer'
<b>The employer is also the provider (that is you are delivering training to your own staff)</b>	Select 'Training own staff' from the drop down menu in column V "Reason for removing employer"
<b>Duplicate records for exactly the same workplace. (This must have exactly the same address)</b>	Select 'Duplicate site' from the drop-down menu in column V 'Reason for removing employer'. If there are two identical records, flag one only. If there are three identical records, flag two records only. Make sure you keep one record unflagged.

**Step Three: Validate your spreadsheet**

**a. Validate your spreadsheet.**

The employer spreadsheet contains a validation script to help you check the data is suitable for the survey. It will highlight errors or missing information in the following fields:

- Title and Contact Names
- Job title
- Email address
- Telephone number

Any errors found during the validation will appear in column W on the spreadsheet.

**b. Please check the error showing in column W and correct it.**

#### **Step Four: Upload your employer spreadsheet and provide a contact name for any queries**

**a. Upload your amended list back onto the Provider Extranet.** To do this select, the 'Browse' button; this can be found immediately below your Employer List. Then locate your file and then submit by clicking on the 'Upload' button. The uploaded file must have the same name as the downloaded file.

**b. Provide us with contact details for the appropriate person to contact** in your organisation should we need to contact you about the Employer Satisfaction Survey. To do this, select 'Add/amend my contact details' tab on the Provider Extranet.

#### **Data Protection**

The Data Protection Act covers the use of personal data only and does not apply to organisations or limited companies. Therefore, you are able to share the name and contact details of an individual occupying a given position with an organisation or limited company.

In some cases, the contact information we require may be classed as personal data. For example, the name and address of an individual operating as a sole trader. This personal data will be processed solely for the research purposes permitted to be undertaken by or on behalf of the Chief Executive of Skills Funding and only retained as long as necessary and then securely destroyed.

#### **Any questions?**

If you have any questions about the Employer Satisfaction survey, please refer to the Q&A or the [Contact Us](#) page to select a query. If you require further information, follow the instructions on this page and you will be able to submit a query to us directly.

#### **Q&A for reviewing and updating your employer list**

##### **Step One: Downloading your employer list**

**Q: Who do I contact if I am having trouble downloading my employer list?**

**A:** Please refer to the [Contact Us](#) page to select a query. If you require further information, follow the instructions on this page and you will be able to submit a query to us directly.

**Step Two: Check that the employers listed are correct:**

**Q: Why can't I just send you our own employer list?**

A: For the survey, we are dealing with more than 200,000 records and so we need to work in a systematic way, which is why it is essential you use our spreadsheet format.

**Q: Why can't I change your spreadsheet format?**

A: We need to understand the changes you have made and so it is essential you use our spreadsheet format, so we understand why and where you have made changes.

**Q: Do I need to supply a contact name for each employer on the list?**

A: Yes, this is essential to ensure your questionnaire reaches the right person. Following the provider led approach; Ipsos MORI will be conducting follow-up survey work among providers with insufficient employer responses. Therefore, it is important to ensure that the information provided is correct. Without a contact name, the questionnaire is likely to go astray. (Employers respond well to receiving personalised correspondence as it conveys providers are interested in their views. It is proven that non-personalised correspondence generates less response.)

**Q: The contact person we dealt with has left the employer and there is no one appropriate to comment on the training. What do I need to do?**

A: Please include an alternative contact name and/or Job Title, if possible. We will still invite the employer to take part in the survey.

**Q: We deliver training to a number of sites for the same business but the contact name is the same across all the sites. Can I delete some of the sites so that our contact does not get more than one survey invitation?**

No. Each site may have different experiences and we want employers to have the opportunity to express this.

**Q: My list contains employers whose learners did not complete the training/dropped out early on. Can I remove them?**

A: No. Some questions in the survey will still be relevant to the employer.

**Q: My list contains employers who do not want to be contacted. How do I remove them?**

A: The survey is voluntary so employers do not have to complete it if they do not want to. The survey questionnaire will contain information on how employers can notify Ipsos MORI that they do not want to take part.

**Q: Can I add additional employers to my list?**

A: No. Additional entries are not permissible. The list is compiled from the Individual Learner Records (ILR) 2012/13 of all employers notified by providers to the Skills Funding Agency as having received Employer Responsive training between August 2012 and February 2013.

**Q: What does Employer ID refer to on the spreadsheet?**

A: Employer ID is the unique reference number that Ipsos MORI has allocated to each employer, to enable them to track their participation in the survey. This number is also used to provide you with daily update reports during field work.

**Q: Why can't I delete the Employer ID?**

A: The field is protected and cannot be changed. It is important that the unique Employer ID is retained so it can be used as detailed in the question above.

**Q: What is the EDRS (Employer Data Registration Service) number?**

A: The number identifies each workplace and is sourced from field A44 on the ILR

**Q: How do I update an employer's address?**

A: If the address provided for any of your employers is incorrect, then you should notify the Blue Sheep of this error. For details of how to contact Blue Sheep please follow this [link](#). For the purposes of the Employer Satisfaction Survey Ipsos MORI will not be able to use updated addresses. Instead, you can follow the instructions below to either send the employer the link to the online survey, or generate a paper-based version of the questionnaire to send out to them.

**Q: What do I do if there are employers on my list who fall under the exempt categories in Table B?**

A: As indicated in Table B you should flag them in column V "Reason for Employer Removal." Ipsos MORI will then ensure they are not included in the survey. We ask that you do not delete them from the list, as we need to have a record of the employers that you wish us to remove.

**Q: Do I include multiple sites of the same organisation?**

A: Yes. It is valid to include multiple sites of the same organisation if you have delivered training to different sites and each site has a separate EDRS number.

**Q: Why do you need me to list the name of our subcontractors on the spreadsheet?**

A: It is important you list the name of your subcontractor. We can then indicate to the employer the name of the provider that may have delivered the training. In many cases, this name is more recognisable to the employer and so they are more likely to respond to the questionnaire. Without correct information here, we are unlikely to get a response.

### **Step Three: Validate your spreadsheet**

**Q: What do I need to do to correct errors found on my Employer List spreadsheet after I have pressed save?**

A: Please check these errors in column W and then make the appropriate corrections.

**Q: Do I need to worry about spelling the employers' details correctly?**

A: Yes. We will use the exact information you provide. So if you make spelling mistakes these will appear in the mailing to employers.

**Q: Have you included the information I provided last year?**

A: Yes, where possible we have included the information you provided last year in your employer list. Please check that the details are still relevant and that the contact names are in the format required for this year's survey.

## **Stage 2: Instructions for administering the Employer Satisfaction Survey**

Please follow the steps below to invite your employers to take part in the Employer Satisfaction Survey.

### **Inviting your employers to take part**

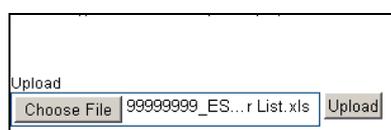
**Step 1:** Follow the steps outlined in Stage 1 to download, review, and update your Employer List. **All colleges and training organisations are required to upload their updated spreadsheet to the Provider Extranet (even though we are asking providers to administer the survey to their employers).** This is to enable Ipsos MORI to conduct follow-up surveying if necessary to help providers achieve the minimum number of responses.

**Step 2: Plan your strategy for contacting employers.** Please send a survey invitation to all of the employers on your list.

**Step 3:** Email your employer customers the survey link ([www.ipsos-mori.com/employersatisfaction](http://www.ipsos-mori.com/employersatisfaction)) and provide them with their unique Employer ID (**Column A on the Employer List**) which they will need to access the online survey.

**Step 4:** If you wish to generate paper-based surveys for all or some of your employers, please follow the steps below to make use of the mail merge function, which is available to you. You may use this function as many times as you wish to generate paper based questionnaires.

- a. Save a new version of your Employer List for use with the mail merge tool, you may give this a new name such as: 99999999\_ES\_EmployerList\_Paper.
- b. Indicate 'Yes' in **Column Q (Postal Questionnaire)** to identify those employers for which you wish to print questionnaires. Use the 'Salutation' field (**Column J**) to indicate how you would like the letter to be addressed, such as Mr Smith, or John.
- c. Delete **Column R** onwards in your spreadsheet (ensuring you have first saved this elsewhere). We do not need this information for the mail merge function. For details on how to do this, please contact [employersatisfaction@ipsos-mori.com](mailto:employersatisfaction@ipsos-mori.com) . Then **upload your Employer List** on the '[Create paper questionnaires](#)' page. To



d. Please write the text you wish to top and tail to the core message by adding this into the boxes provided to personalise the letter, and add a signature (you can add an electronic signature, in addition to name and/or job title). An example of the cover letter that will be generated is provided at the end of this document.

e. Press the “Generate” button to create your questionnaires.



f. Check that the unique Employer ID (**Column A**) for each of your employers is printed on each questionnaire.

g. Check the wording of the letter. Does it convey what you want it to say? Please ensure you have not duplicated the sign off. We include:

a. ‘Thank you in advance for your help. Yours sincerely’

h. When you are content with the wording, print off your questionnaires and then post them out or give them to your employers when you visit them. You will need to pay the postage.

i. As a final check, read your printed questionnaires before distributing them. Please remember that we cannot allocate any responses to you for any questionnaires issued to employers without a unique Employer ID. Please also ensure that you use the correct unique Employer ID for each employer to ensure their responses count towards your score.

j. Employers should return their questionnaire to Ipsos MORI Freepost address (provided at the end of this document); they do not need to pay postage. You can either print this address onto labels or envelopes for your employers, or simply ask them to write it onto a blank envelope into which the questionnaire can be placed.

k. Then post the questionnaires to your employers. Alternatively, you can give them the paper versions of the survey when you visit them.

**Step 5:** Please monitor your organisation's Daily Response Rate Update, which will appear [here](#) throughout the survey period, and encourage your employer customers to respond. We suggest three reminders in the timetable below.

### **Survey Timetable**

Please send out the survey invitation as soon as possible between **19 April 2013 and 24 May 2013**. We would recommend sending up to three reminders to non-responding employers during this period and have pencilled in suggested dates below. To check which employers have responded/not responded, please view your organisation's [Daily Response Rate Update](#).

The initial survey period will end on **24 May 2013**. Ipsos MORI will then identify colleges and training organisations with insufficient employer responses. They will contact the employers where there is a realistic chance of the college or training organisation achieving a score with further survey work.

<b>Action</b>	<b>Start date</b>	<b>End date</b>
Your organisation sends out survey invites	19-Apr-13	06-May-13
Your organisation's Daily Response Rate Update available	26-Apr-13	15-Jul-13
First reminder to employers sent out by your organisation	06-May-13	06-May-13
Second reminder to employers sent out by your organisation	13-May-13	13-May-13
Third reminder to employers sent out by your organisation	20-May-13	20-May-13
End of provider-led survey approach	24-May-13	24-May-13
Agency-led survey approach	29-Apr-13	15-Jun-13
Online and Postal surveys close	15-Jun-13	15-Jun-13

## Cover Letter Example

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Employer ID: a12bc31

Your answers to the survey along with those from other employers will be used by the Skills Funding Agency's contractors, Ipsos MORI and RCU Limited, to calculate an Employer Satisfaction score for each training provider. These scores will be published to help you and other employers make informed decisions about your future choices of training providers. The results of the 2011/12 survey are available for learners and employers to view at <http://fechoices.skillsfundingagency.bis.gov.uk>

Please complete the attached questionnaire and return it to Ipsos MORI ( Freepost address provided at the end of this questionnaire) by 24 May 2013. If you prefer, you can complete the survey online using this link: [www.ipsos-mori.com/employersatisfaction](http://www.ipsos-mori.com/employersatisfaction) and entering your unique reference number a12bc31. It should take no more than five minutes to complete.

Further details about the survey can be found at <http://fechoicesinformation.skillsfundingagency.bis.gov.uk/pi/employersatisfaction>. If you have other queries about the survey, please email: [employersatisfaction@ipsos-mori.com](mailto:employersatisfaction@ipsos-mori.com) stating your reference number located in the top right corner of this letter.

Thank you in advance for your help.

Yours sincerely,

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Employers' Satisfaction with Training



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**Ipsos MORI Freepost Address**

Freepost RSAE-RCET-ATJY  
Employer Satisfaction Survey  
Ipsos MORI  
Research Services House  
Elmgrove Road  
Harrow  
HA1 2QG



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