

ACTION BULLETIN

TO: All Adult, Dislocated Worker, and Youth Workforce Innovation and Opportunity Act (WIOA) Funded Service Providers

DATE: 12/13/2023

SUBJECT: CUSTOMER FEEDBACK SURVEY

PURPOSE OF BULLETIN:

The purpose of this bulletin is for the Alameda County Workforce Development Board (ACWDB) to provide guidance regarding the distribution of Customer Feedback Surveys to participants or visitors of Adult, Dislocated Worker, and Youth Career services and programs funded under the Workforce Innovation and Opportunity Act (WIOA).

BACKGROUND:

The ACWDB establishes contracts with Adult/Dislocated Worker and youth/young adult service providers, all referred to as Career Service Providers (CSPs), to deliver career services in Alameda County under WIOA Title I. To continuously improve customer-centered services and programming, ACWDB staff has created a Customer Feedback Survey that will elicit insights regarding customer experience and utilization of services and collect demographic information on the individuals who engage with our system.

The implementation of a Customer Feedback Survey supports the ACWDB's goal of maintaining programming consistent with human-centered design. The term "human-centered design" (HCD) includes putting the intended participant (end-user) at the center of any process to solve challenging problems. HCD is also used to understand overall user experience. This can be achieved by eliciting feedback and implementing customer input into service delivery strategies. By centering the voices of our customers first, we can ensure that our workforce development programs are relevant, engaging, and effective.

ACWDB's Customer Feedback Survey will be a mandatory addition to any alternative feedback surveys established by CSPs. While CSPs may choose to keep center-specific surveys, ACWDB's survey will be a mandatory and contractually obligated element of Career Services provided.

ACWDB will be captured in ACWDB's Survey Monkey account for staff's direct access. Information gathered from Customer Feedback Survey responses will be shared, in a summarized format, with CSPs on a quarterly, or as-needed, basis, dependent on available new responses. Information will also be shared at ACWDB Committee and Full Board meetings.

Customer feedback received will be used to inform best practices and allow for targeted and strategic continuous improvement efforts.

ACTION:

CSP staff will share the survey link directly with any visitors and/or participants of CSP location. The survey link should be shared with all individuals, at the conclusion of their service term, or upon determined start of training, as described in the procedures, below.

PROCEDURE:

ACWDB will provide CSP staff with a link to the survey for distribution to **all** current individuals engaging in career services, whether enrolled in WIOA or simply accessing CSP location resources or information. Service provider staff should explain that survey responses are anonymous and will be used to improve the provision of career services. All responses will be available to ACWDB to later be shared with CSP leadership.

A survey link will be provided at different intervals of service, depending on individual circumstances as follows:

1. If the individual is not a WIOA participant, the survey link will be provided throughout the CSP location in the form of a QR code or through a survey link provided directly to the individual or through a CSP-provided computer or tablet. Individuals can be prompted to access the survey at any point during their engagement with the CSP.
2. For WIOA participants entering training, the survey link will be provided prior to the start of the training program to ensure survey participation.
3. For WIOA participants not in training who receive any other WIOA service, the survey link will be provided at the conclusion of services, prior to exit from the program.

If requested by the individual, the survey link may be provided via email/text for later access. Each participant should only complete the survey once per program cycle and/or per visit, as appropriate for accurate tracking of service delivery. If an individual accesses services by more than one CSP location, they should be encouraged to complete a survey for each location visited.

For information and inquiries please contact:

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