



SATCC Employer Survey

June 2015

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Introduction & Methodology

The Employer Study was conducted to examine employer satisfaction with services provided by the Saskatchewan Apprenticeship and Trade Certification Commission (SATCC) and satisfaction with apprentice quality.

- The objectives of this study include:
 - Measuring employer satisfaction with apprentice quality
 - Determine employer satisfaction with SATCC services
- The Employer Study was conducted using both phone and online methodologies
- Data were collected between May 22nd and June 16th, 2015
- In total, 338 completed responses were obtained (194 by phone, 144 online)
- Sample for this study was provided by SATCC

Reporting Notes

- Results have been tracked with previous studies where applicable and where data was available.
- Statistical Significance Testing:
 - Significance testing has been done between results from 2015 and 2013.
 - Testing between industries, within the same year, has also been performed in the demographics section.
 - Symbols ▲ and ▼ indicate if a result is statistically significantly higher (▲) than another result (▼) at the 95% confidence interval.
 - Note that when comparing results with smaller base sizes, larger gaps are required for differences to be statistical significant.
 - In some cases, base sizes may be too small for testing.
 - Please see slide 40 for an example of differences that are not statistically significant.
- Sampling Margin of Error:
 - The Sampling Margin of Error for this study is ± 5 percentage points at the 95% confidence interval (finite population correction factor applied).
 - A Sampling Margin of Error is a measurement of possible sampling error and can only be applied to results from the same survey.

Summary of Key Findings

Summary of Key Findings - Satisfaction

Satisfaction – Statement Agreement

Somewhat & Strongly Agree	2010	2013	2015
Overall, I am satisfied with the apprentice's ability to contribute to the success of my company	96%	97%▲	93%▼
Overall, I am satisfied with the ability of an apprentice to perform the tasks as expected	95%	91%	89%
Overall, I am satisfied with the quality of the journey person when they complete an apprenticeship.	82%	84%	87%
Overall, I am satisfied with the quality and breadth of technical training provided to my apprentice (s) by the technical training provider	83%	81%	81%

Process and Potential– Statement Agreement

Somewhat & Strongly Agree	2015
I understand the apprenticeship process and earning potential involved with careers in skilled trades	98%

Staff Satisfaction – Statement Agreement

Somewhat & Strongly Agree	2013	2015
Staff are friendly and courteous	86%	84%
Staff are helpful	83%	83%
Staff are knowledgeable	83%	80%
I was able to speak with the staff person I needed to without difficulty	77%	76%

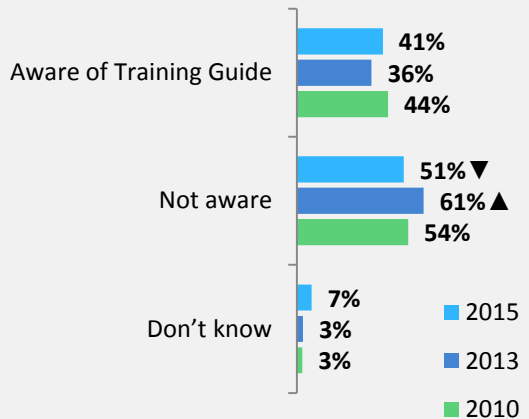
SATCC Service Ratings*

Above Average/Exceptional	2013	2015
Verified trade time	60%	72%
Verified credentials	55%	59%
Registered an apprentice	65%	65%
Fee payment processed quickly and accurately	49%	58%
Updated business information	50%	57%
Replaced lost documents	41%	51%

* N values (respondent counts) not available for 2013, so statistical significance testing is not possible.

Summary of Key Findings– Training Guide

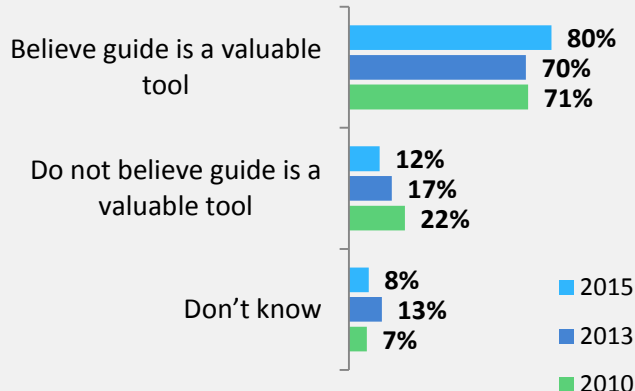
Training Guide Awareness & Usage



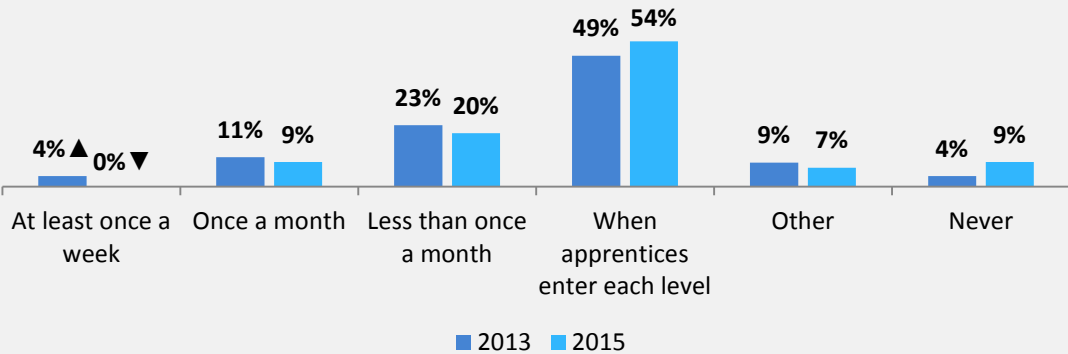
Top Awareness Methods

	2013	2015
Used in the past	39% ▼	54% ▲
SATCC website visit	35%	36%
SATCC staff	28%	28%

Perceived Guide Value (Those aware)



Training Guide Usage Frequency (Those aware)

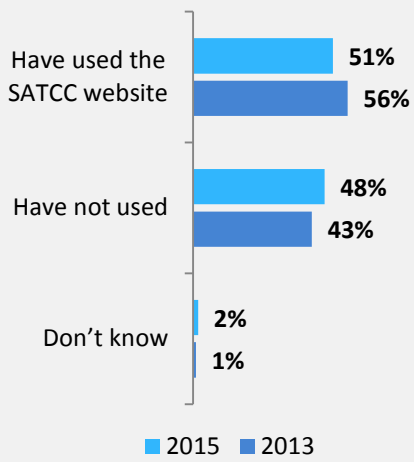


Training Guide Delivery Preference

	2013	2015
E-mail	59%	59%
SATCC Website	21%	20%
Mobile App	6% ▼	11% ▲

Summary of Key Findings - Communications

Website Usage



Top Reasons for Not Using the Website (2015)

- Prefer to speak to a person: 35%
- Unaware it existed: 31%
- No need to use it: 17%

Top Preferred Online Services

	2013	2015
General information about apprenticeship or certification	81%	88%
Verify trade time	88%	86%
Register for apprenticeship	83%	83%
Update business information	77%	82%

SATCC Website Ratings

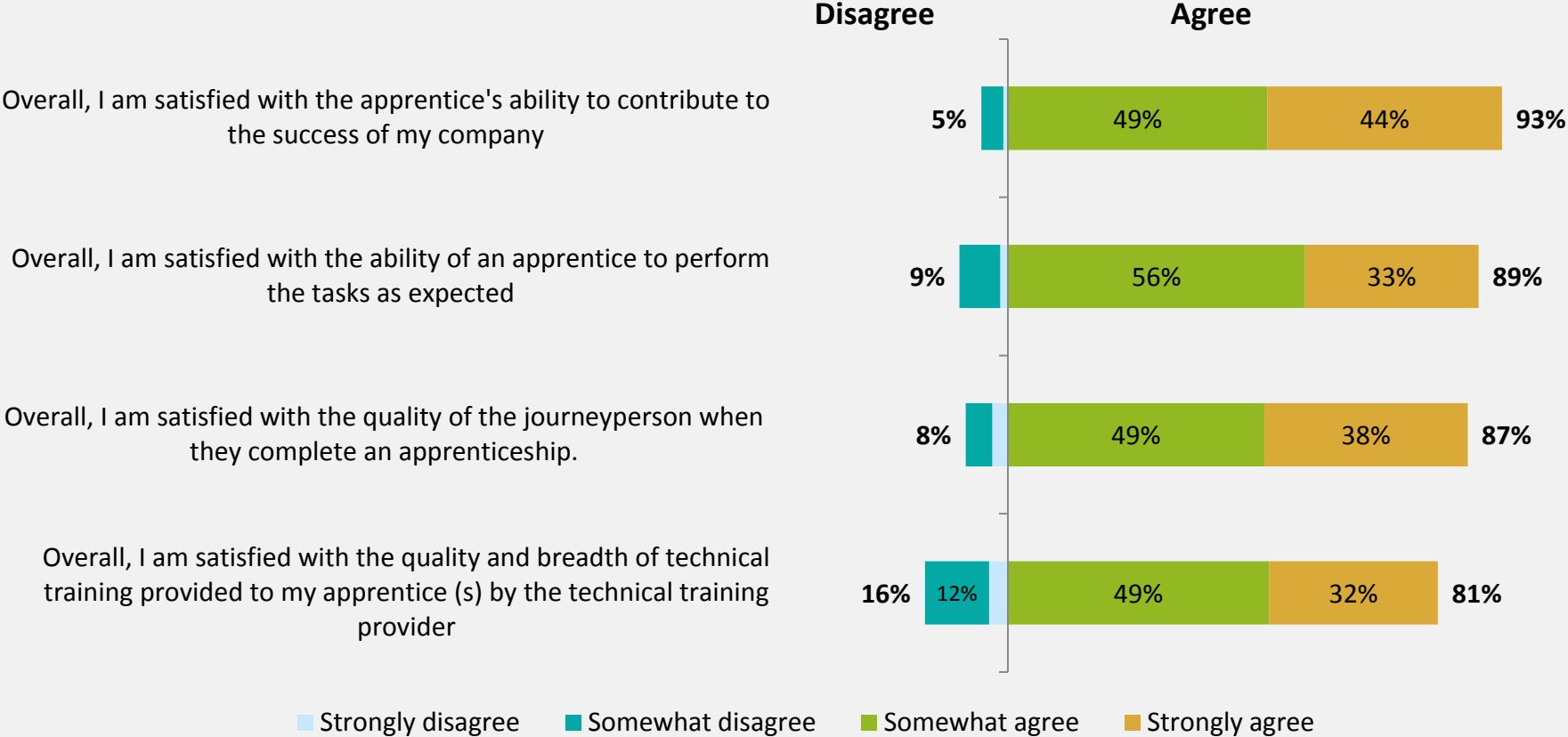
Website Ratings (Scale: 1 to 5)	Count	Average Rating
It is easy to find the SATCC website	171	4.1
Information on the website is current	170	4.0
The site has the information I need	170	3.9
There are useful links to other websites	133	3.7
Information on the website is easy to find and understand	171	3.6

Top Information Preferences

	2013	2015
E-mail	69%	67%
Letter	18%	22%

Satisfaction

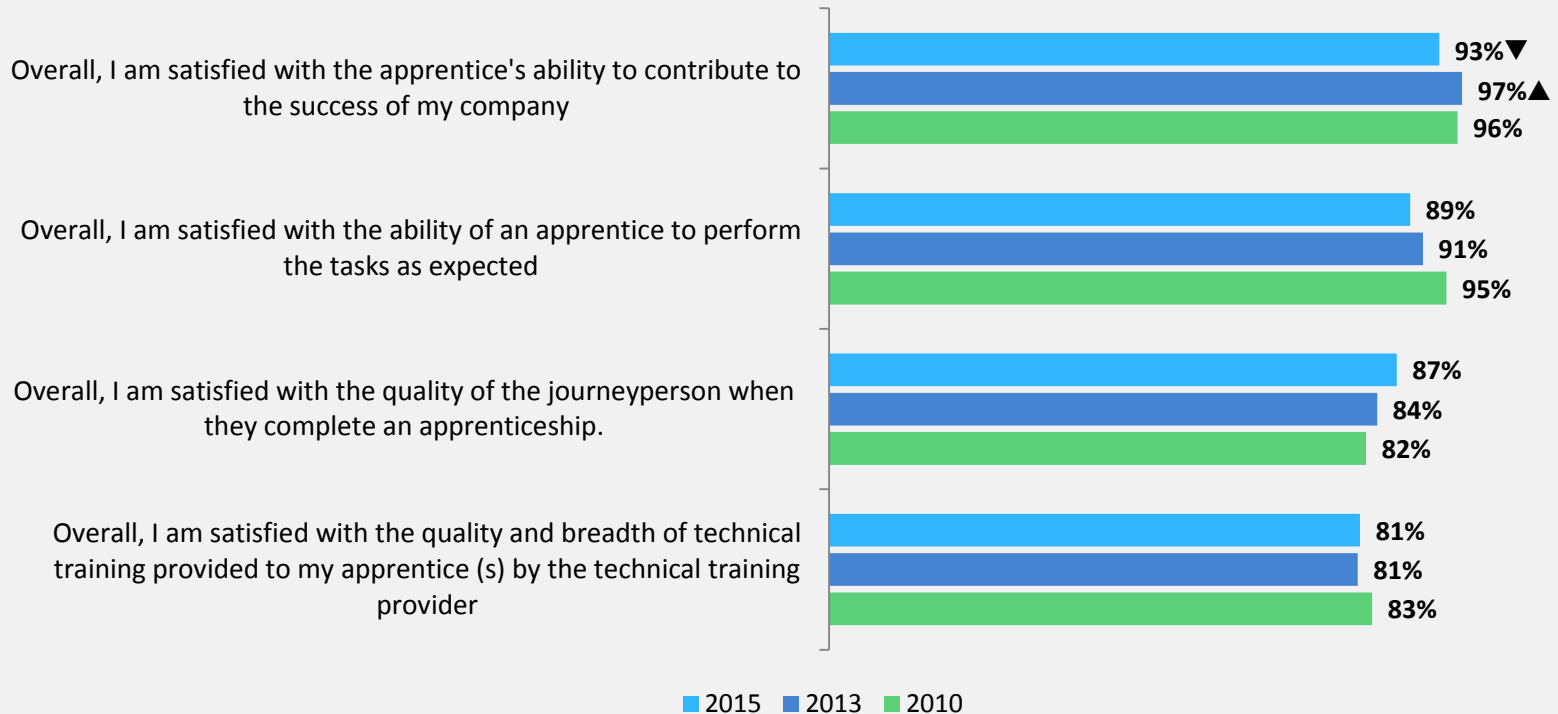
Most employers are very satisfied with all aspects of apprenticeship measured.



Q13 to Q16. Please indicate if you agree or disagree with the following statements. Base: All respondents, n=338.

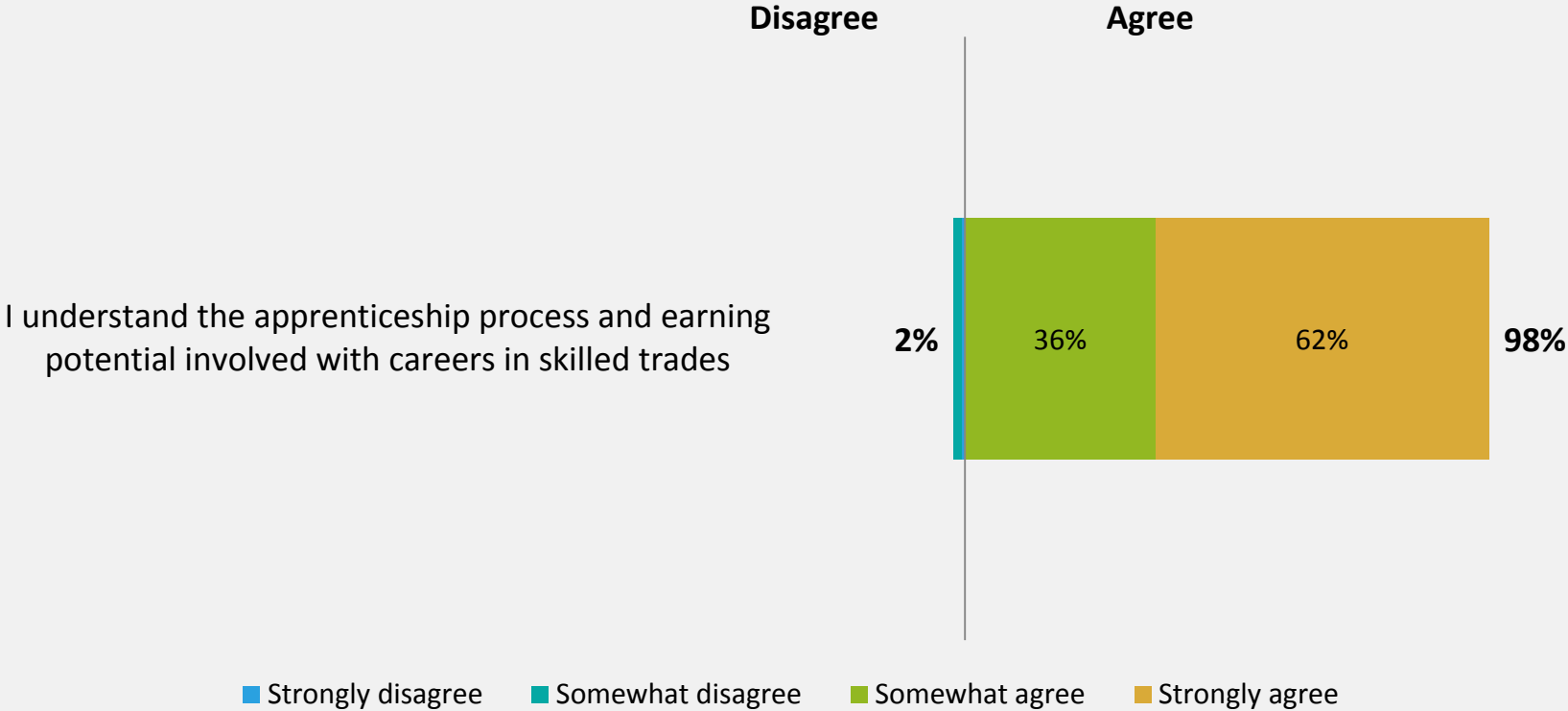
Employers continue to be very satisfied with apprentices (all results are over 80%).

Satisfaction with Apprentices (Somewhat and Strongly Agree)



Q13 to Q16. Please indicate if you agree or disagree with the following statements. Base: All respondents, n=338 (2015), n=360 (2013), n=351 (2010).

Almost all employers (98%) say they understand the apprenticeship process and earning potential involved with careers in skilled trades.



Q17. I understand the apprenticeship process and earning potential involved with careers in skilled trades. Base: All respondents, n=338.

Almost all employers say they have been able to provide a broad range of tasks to apprentices. In comparison, 85% of apprentices say their employer assigns them a broad range of tasks at the workplace.

Apprentice Task Assignment



Reasons for Not Having Been Able to Assign a Broad Range of Tasks
I am not the direct supervisor.
The nature of the work I have been getting. We as contractors can't pick and choose the type of jobs we get and we have to react to the jobs we get and they are not as broad as they should be. I also found that the quality of employee that I have are not capable of reacting to jobs that they haven't had experience with, so I have to complete the jobs and they don't get the experience.
We have a selective niche in the construction market.

Q10. Employers are expected to provide as broad a range of tasks as possible to each apprentice. Have you been able to assign a broad range of tasks to each apprentice?
 Base: All respondents, n=338.

Q10a. Why have you not been able to assign a broad range of tasks to each apprentice? Base: Respondents who have not been able to assign a broad range of tasks, n=3.

Services and Staff Ratings

Highest rated services received in the past twelve months include verifying trade time (4.0) and credentials (3.9).

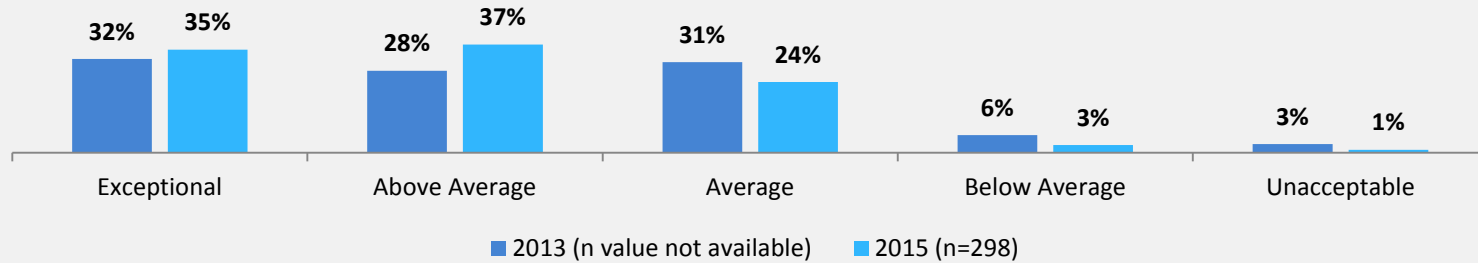
SATCC Service Ratings (Scale: 1 to 5)	Count	Average Rating
Verified trade time	298	4.0
Verified credentials	242	3.9
Registered an apprentice	291	3.8
Fee payment processed quickly and accurately	225	3.8
Updated business information	184	3.8
Replaced lost documents	132	3.7

Overall Service Average: 3.8

Q18. Using a scale of 1 to 5, where '1' means unacceptable, '3' means average and '5' means exceptional, please rate the following SATCC services you received in the last twelve months. Base: All respondents, excluding 'don't know', n=132 to 298.

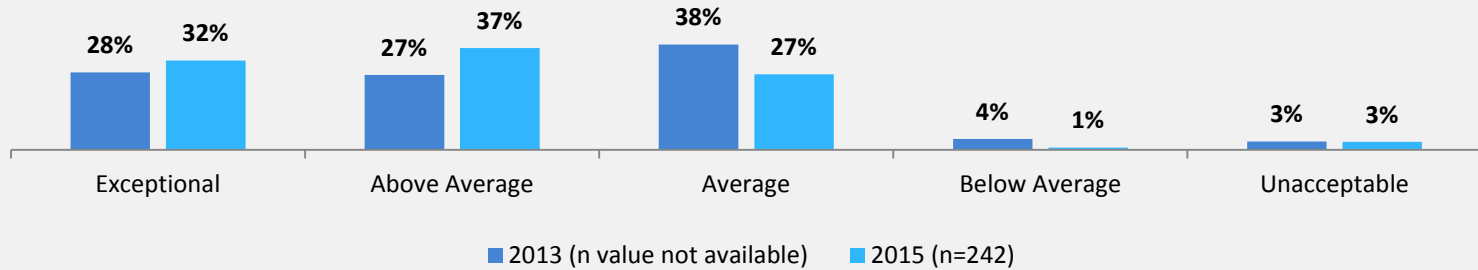
Verified trade time*

Above Average/Exceptional
2015: 72%
2013: 60%



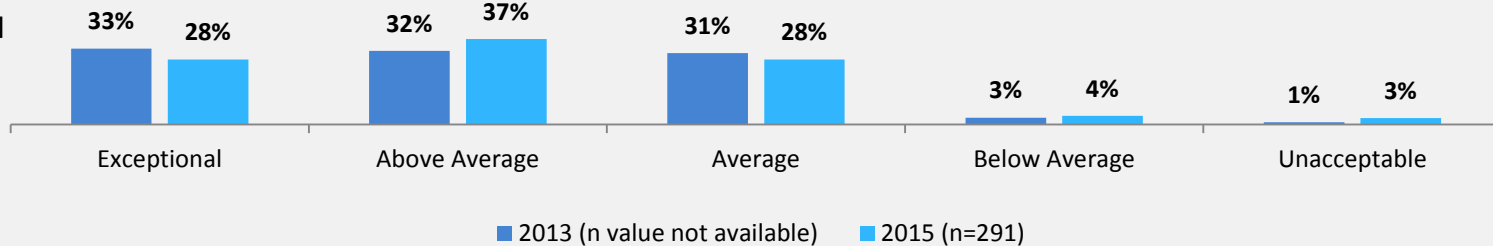
Verified credentials*

Above Average/Exceptional
2015: 59%
2013: 55%



Registered an apprentice*

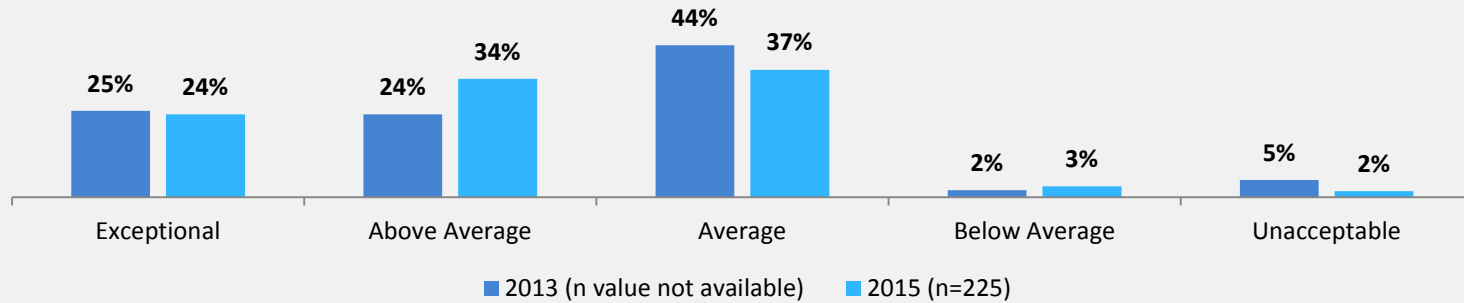
Above Average/Exceptional
2015: 65%
2013: 65%



* N values (respondent counts) not available for 2013, so statistical significance testing is not possible.

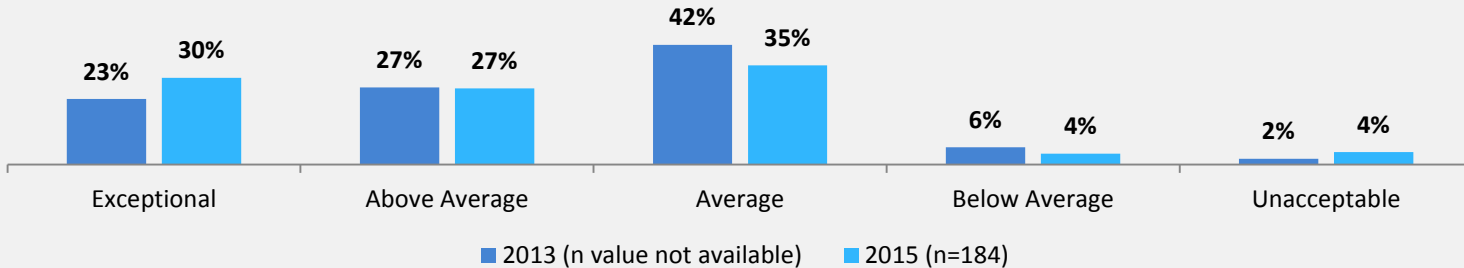
Fee payment processed quickly and accurately*

Above Average/Exceptional
2015: 58%
2013: 49%



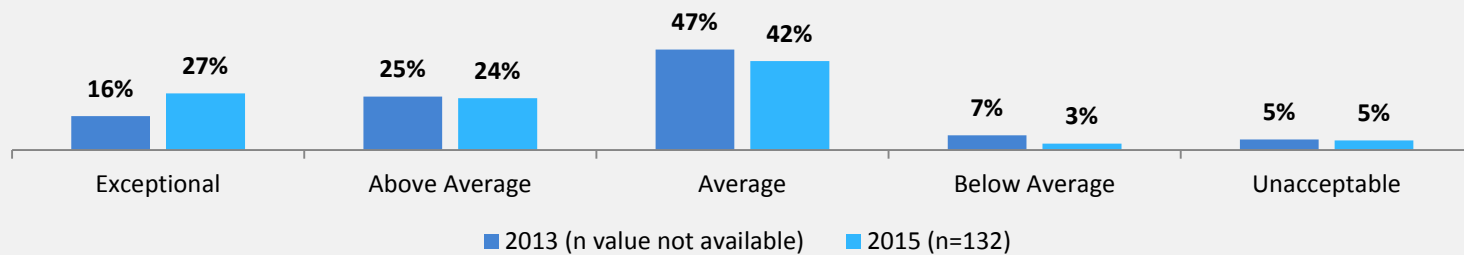
Updated business information*

Above Average/Exceptional
2015: 57%
2013: 50%



Replaced lost documents*

Above Average/Exceptional
2015: 51%
2013: 41%



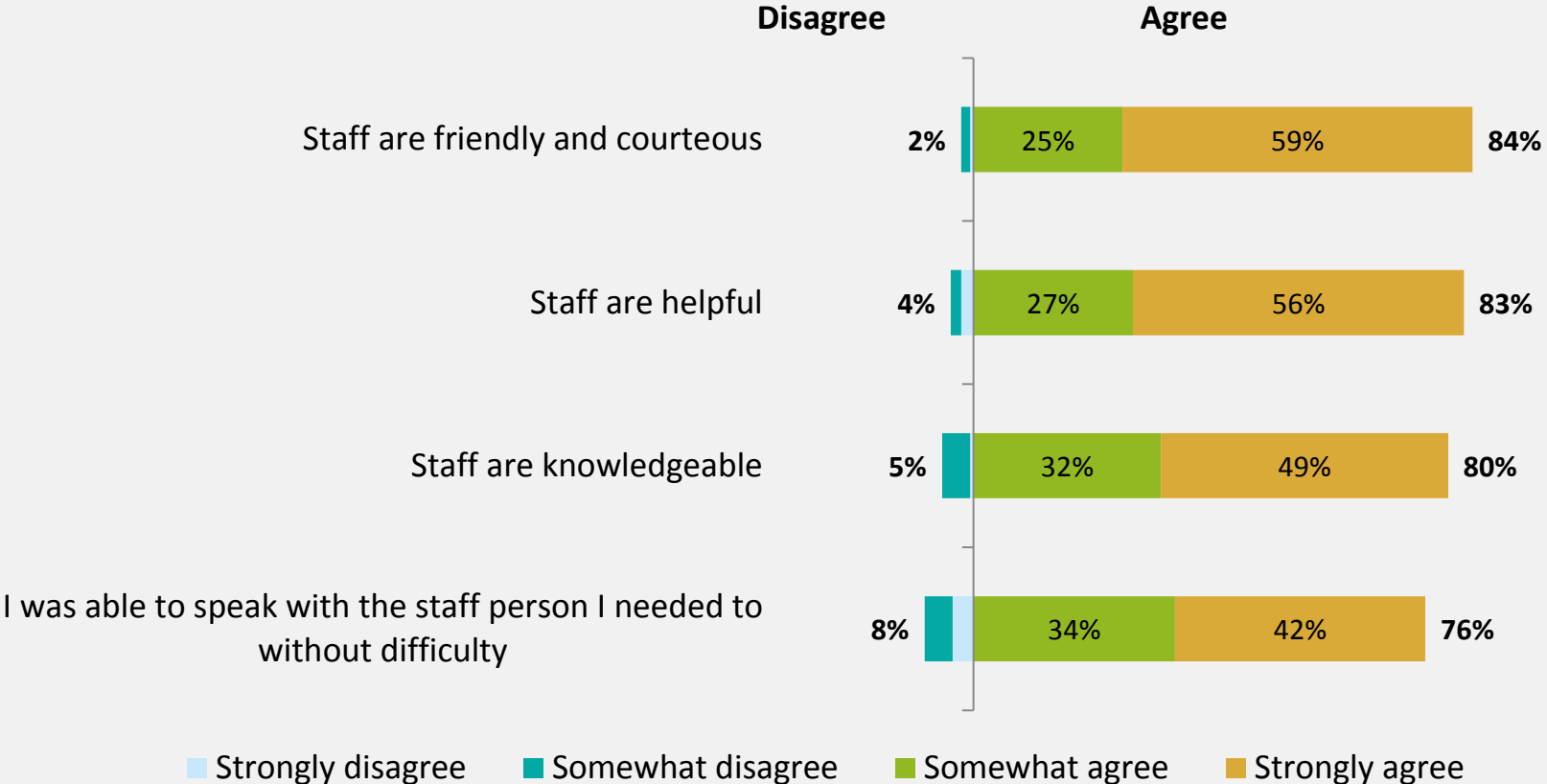
* N values (respondent counts) not available for 2013, so statistical significance testing is not possible.

Additional Services Received in Past 12 Months

A training program.
Assessment of a foreign worker.
Have not been able to get my refrigeration technician in for his general gas licence upgrade. I have been trying to get this done for a year now with no luck.
He wanted to go to school early, so they put him on a short list to get him in earlier.
I have questions, which never got resolved.
Process for receipt of hours submission needs to be reviewed, as we often have to resubmit.
Registering apprentices for testing.
Registering them for school takes way too long.
Representative called in twice for general information.
Roofers program was discontinued and now only a challenge available.
Spoke with a rep for when I wanted and me and the guys to get in. She answered me promptly and quickly.
That all apprentices go to school at same time. I do not appreciate that.
The rep has come out to visit us and it was a good experience.
Upgrading before another attempt on written exam.
We have not been contacted by anyone from the apprenticeship office in nearly 2 years.

Q19. Are there any other services you received in the last twelve months that we may have missed? Base: Respondents that left comments, n=15.

Three-quarters or more of employers agree that SATCC staff are courteous (84%), helpful (83%), knowledgeable (80%), and easy to speak to without difficulty (76%). Note that this is very similar to results from the Apprentices Survey.



Q20. Do you agree or disagree with the following statements regarding your experience with SATCC staff? Base: All respondents, n=338.

Employer satisfaction with SATCC staff has remained consistent with results from 2013.

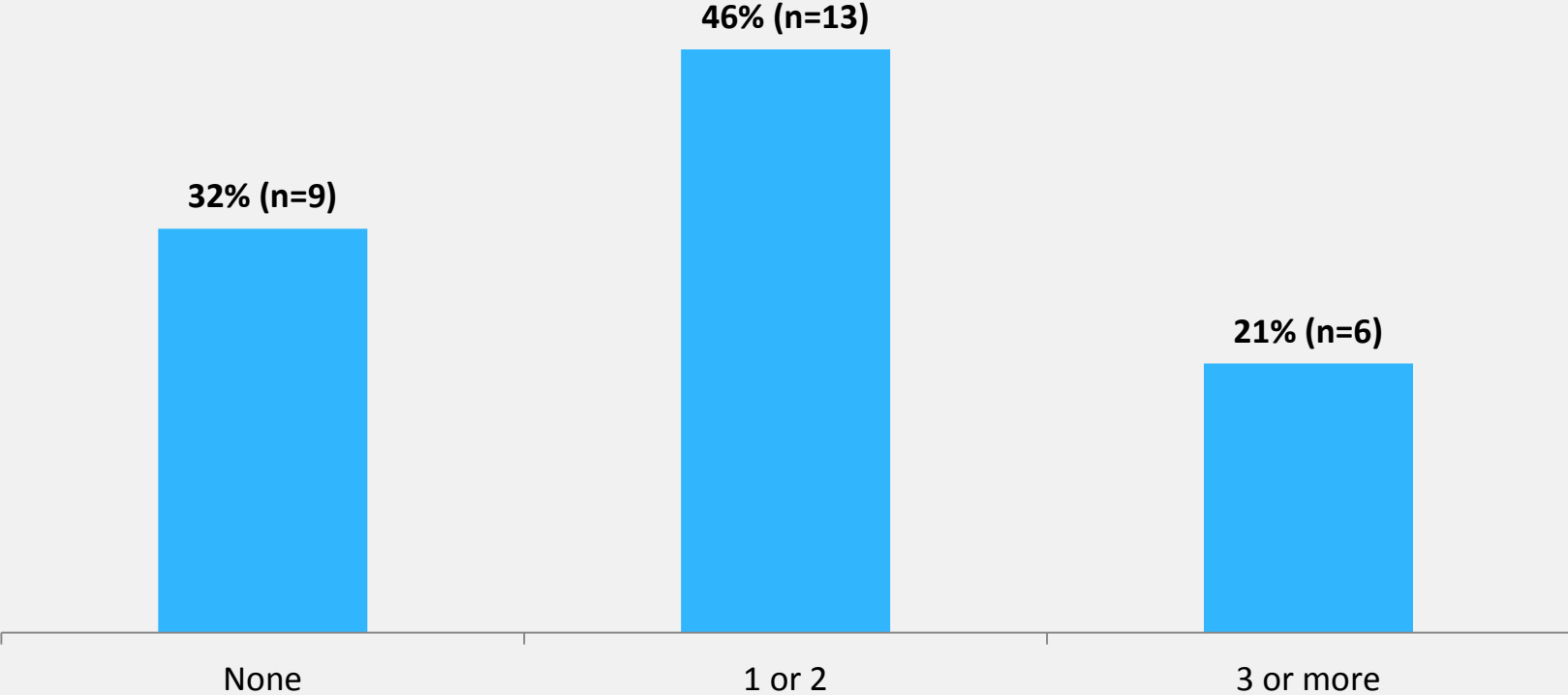
Satisfaction with SATCC Staff (Somewhat and Strongly Agree)



Q20. Do you agree or disagree with the following statements regarding your experience with SATCC staff? Base: All respondents, n=338 (2015), n=360 (2013).

Among those who disagreed that they were able to speak to the staff person they needed without difficulty, most commonly (46%) employers say they were transferred once or twice.

Number of Times Transferred when Trying to Speak to Staff Person Needed

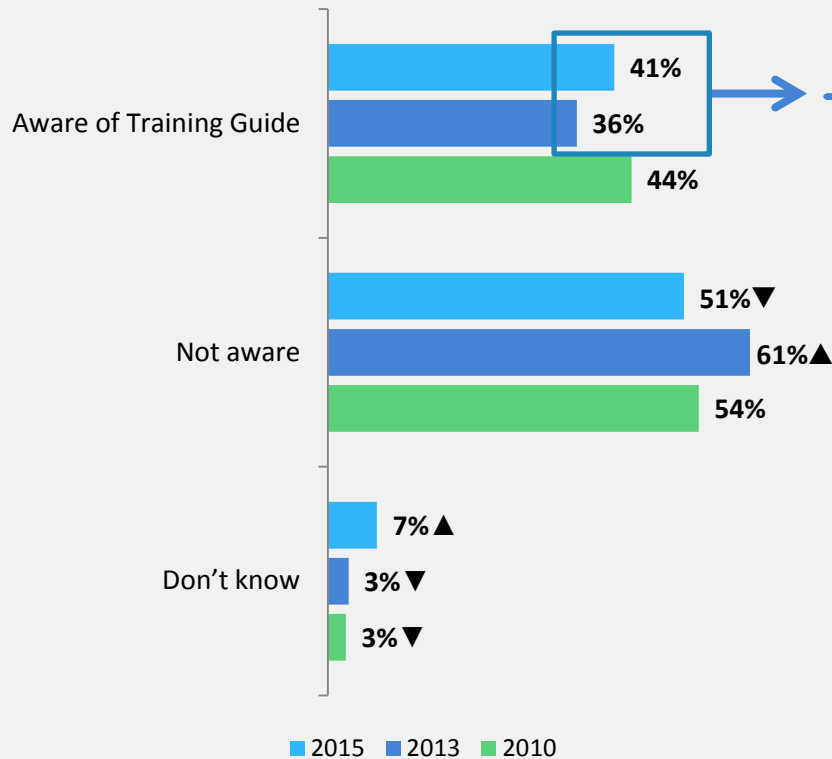


Q20a. How many times were you transferred before you spoke to the right person? Base: Respondents that disagree that they were able to speak to a staff person they needed without difficulty, n=28.

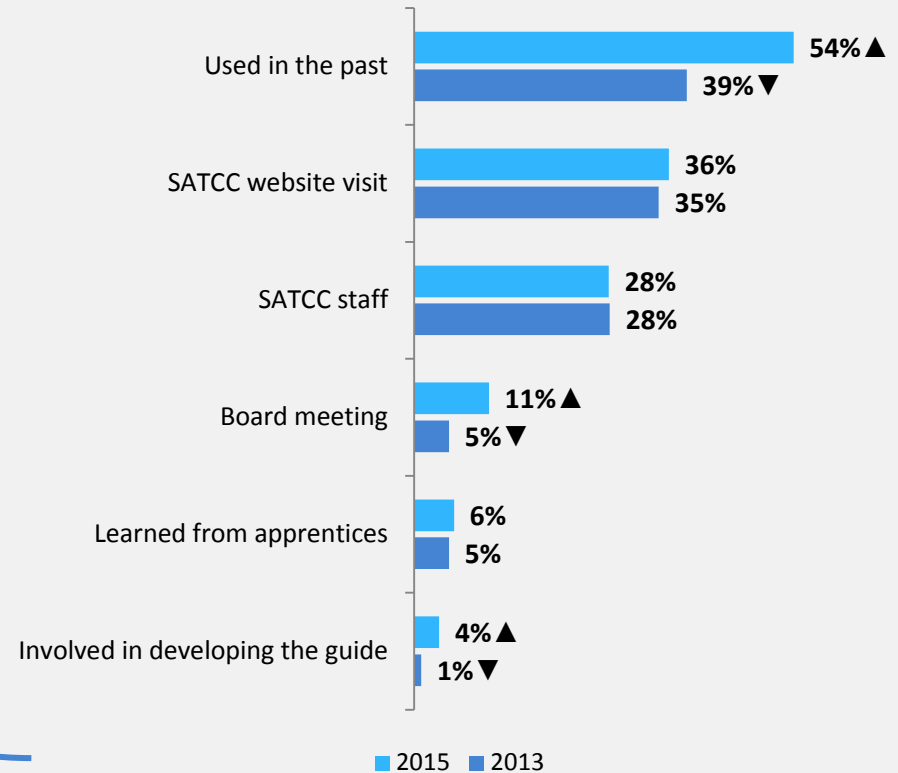
Training Guide

Four in ten (41%) employers say they are aware of the training guide. Among these, most say they have used it in the past (54%) or learned about it through the SATCC website (36%).

Training Guide Awareness



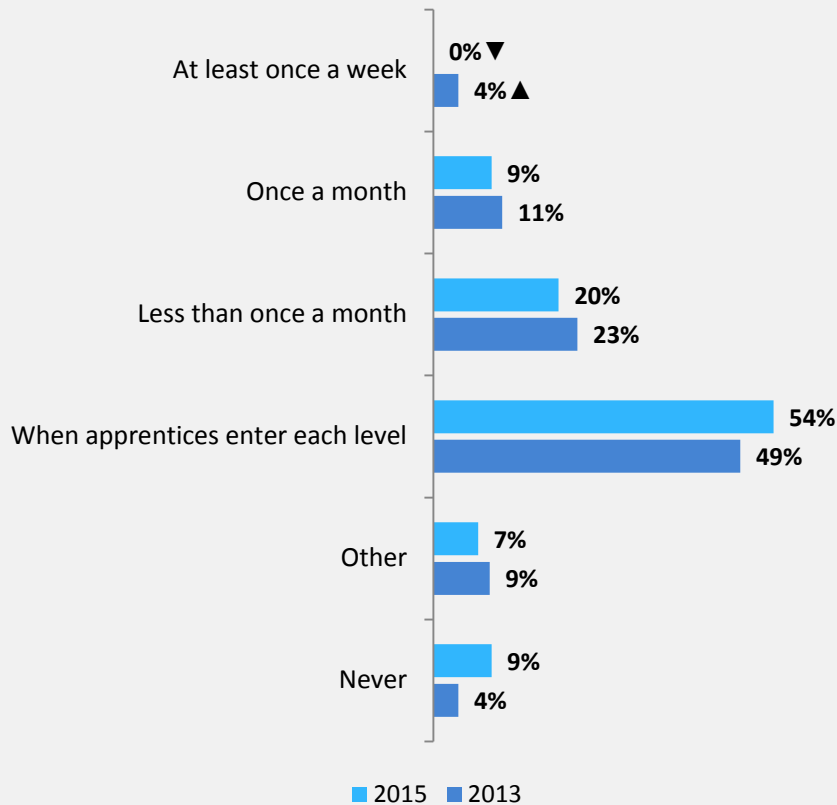
Training Guide Awareness Method



Q4. Are you aware of the on-the-job training guide that SATCC prepares for each trade? Base: All respondents, n=338 (2015), n=360 (2013), n=351 (2010).
 Q5. How did you learn about the guide? Base: Respondents who are aware of the training guide, n=140 (2015), n=131 (2013).

Employers who use the training guide most commonly (2015: 54%, 2013: 49%) refer to it when apprentices enter each level.

Training Guide Usage Frequency



Reasons for Never Referring to the Training Guide (2015)

Don't deal with the training.

I am not sure why? Time wise?

I didn't know there was one. I just train them the way I want to train them. When they come back from school they have lots of ideas, and then I teach them ideas and they take them back to school. We help each other learn. I have been doing this since 1978. I think they should have some more hands-on training at school and some different things. They do some, but more would be helpful.

I don't really need to.

Inconvenience.

Our work is our work and our apprenticeship gets the work. We don't have this guy who needs 34 hours, as all our guys get all the training and experience. No one is shorted.

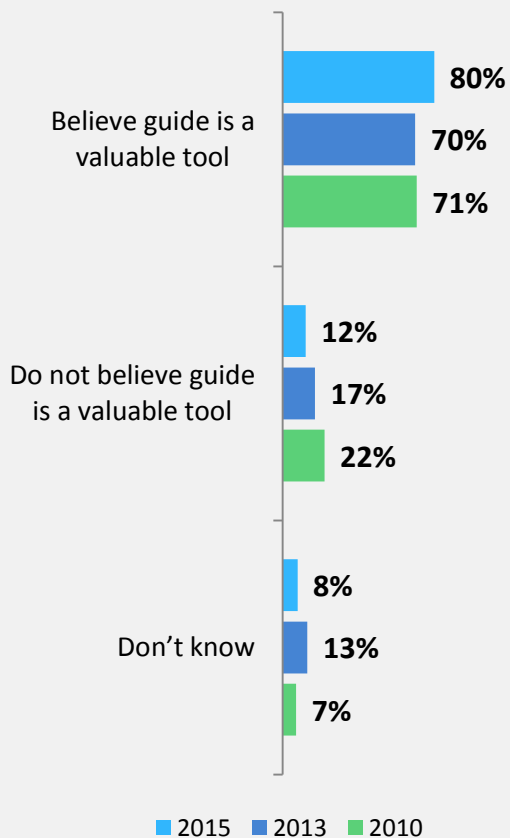
We just always use the job practices that we have in our safety manual.

Q6. How often do you refer to the on-the-job guide? Base: Respondents who are aware of the training guide, n=140 (2015), n=131 (2013).

Q6a. Why do you say you never refer to the on-the-job guide? Base: Respondents who say they never refer to the guide and left a comment, n=7.

Most employers who are aware of the guide believe it is a valuable tool. Although not a statistically significant difference, note that this number has increased in 2015.

Perceived Guide Value

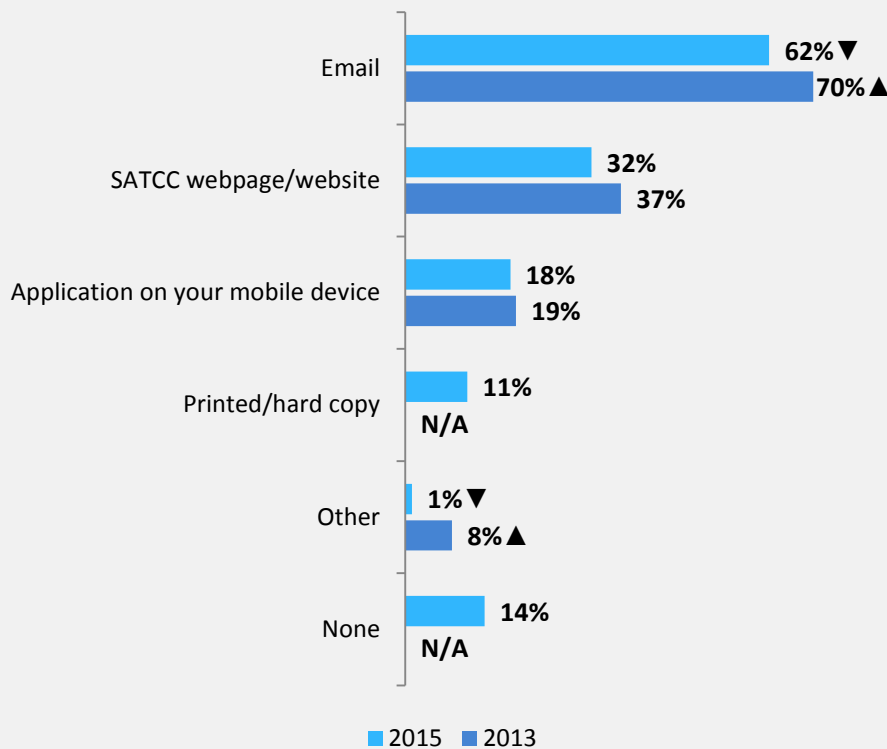


Reasons for Believing the Guide is Not Useful (2015)
Because we do one thing more than another and some things don't apply to our establishment.
I don't think it pertains to the things we do.
I guess because I never use it. It would be handy for employers that are new to the process.
I have got 40 years of experience and I don't need to refer to a guide.
I would have to look and read it again. I train the guys what I want them to do and what I know.
It's not applicable to this trade.
Just because for hair there is no difference between an apprentice and a journeyman. You get paid the same amount and work the same hours. It's hands-on training, but it's not official. Once you graduate school you are done and you are just a stylist. It's not like the other trades that have levels. We have no levels.
Just because we have had the experience. We have been dealing with them for years, so it's old school for us.
Just don't use it enough.
Never use it. Just phone and then they send us letter when it's time for our guys to go to school.
Our work is our work and I don't say my guys need transformer hours. I do add it, but our guys get the work.
Poorly put together. It is not really applicable and it is based on fast tracking. It is just not a well put together document. It is not well laid out and the SATCC has a problem going to the industry to get feedback.
We have a robust training program and are vested in ensuring the success of our apprentices' attainment of journeyman status. The guide would be good for smaller, less experienced businesses.
We manage to do everything on our own.

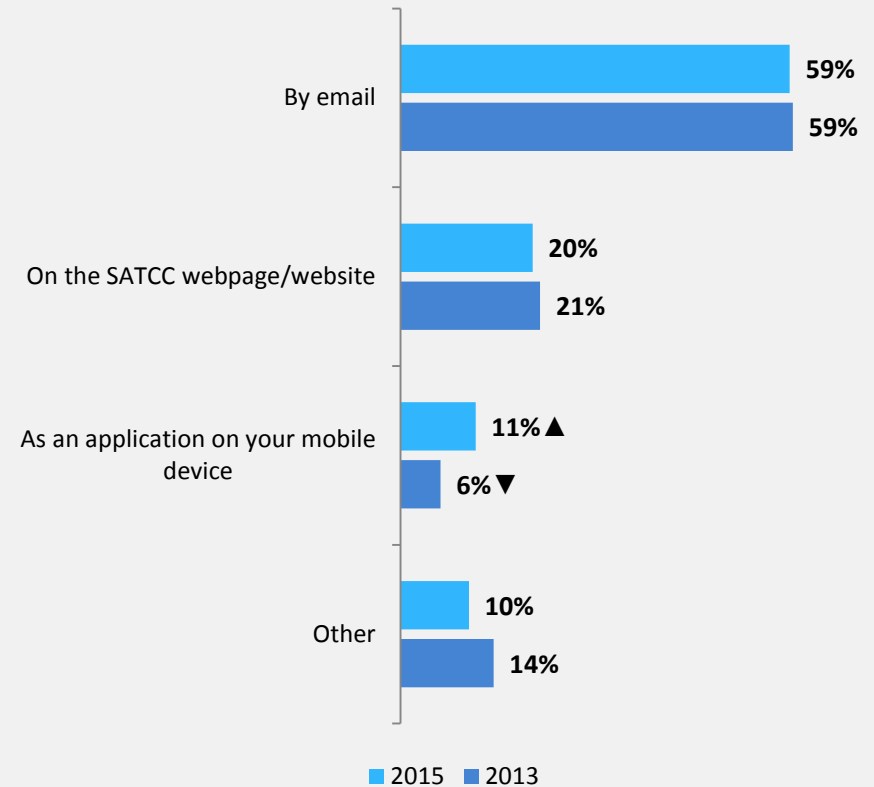
Q7. Do you think the guide is a valuable tool for you as an employer? Base: Respondents who are aware of the training guide, n=140 (2015), n=131 (2013), n=154 (2010).
 Q7a. Why do you not think the guide is a valuable tool for you as an employer? Base: respondents that do not believe the guide is useful and commented, n=14.

Email and the SATCC website remain the top preferences for receiving the training guide among those who have a preference.

More Likely to Use Training Guide if Received Via:



Guide Delivery Preference

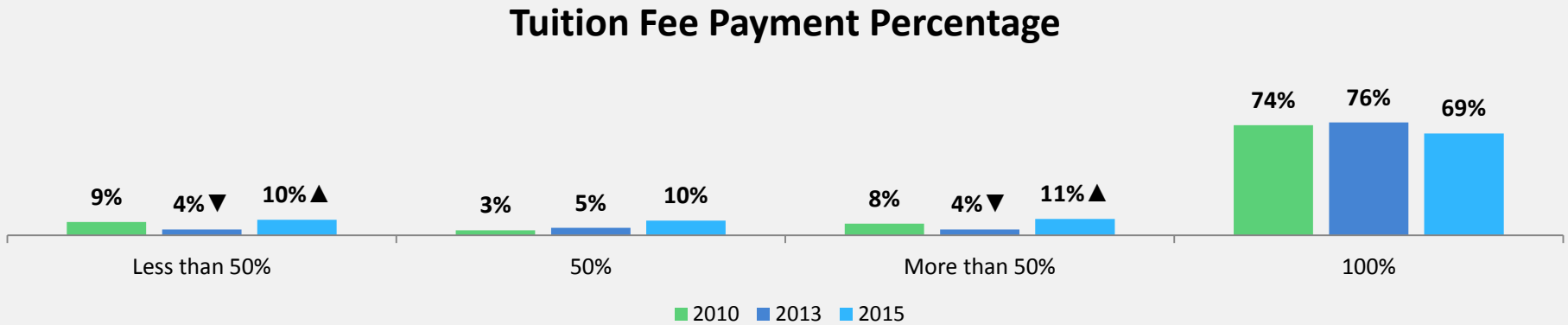
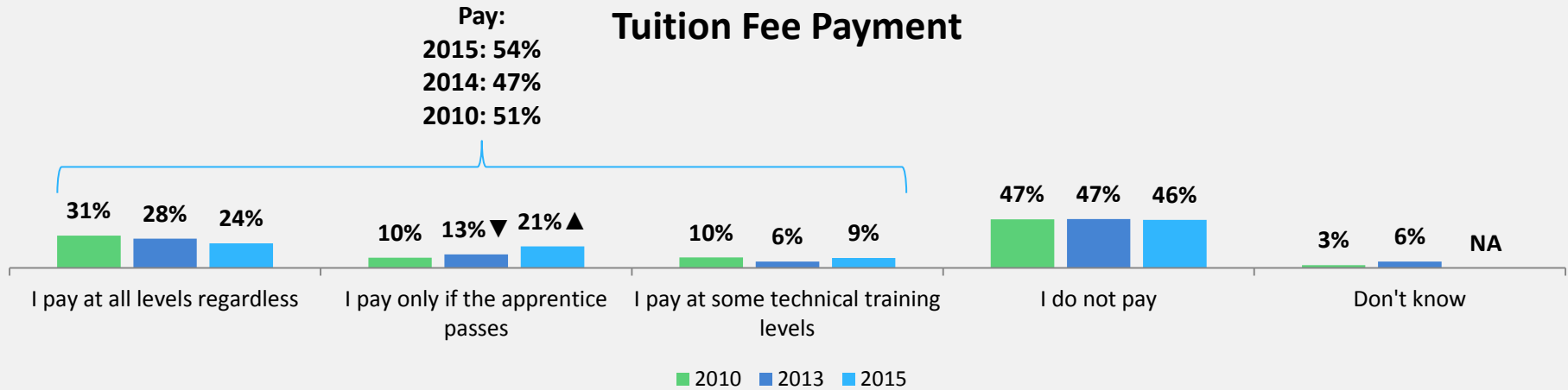


Q8. Would you be more likely to use the “On-the-Job Training Guide” if you received it...? Base: All respondents, n=388 (2015), n=360 (2013).

Q9. Of these methods, which is your preferred method to receive the “On-the-Job Training Guide”? Base: Respondents who have a preference for receiving the guide, n=292 (2015), n=360 (2013).

Tuition

Just over half of employers (54%) say they pay tuition fees for apprentices, although with some conditions. Interestingly, apprentices indicate that a lower amount of employers (37%) contribute to tuition. Among employers that contribute, most (69%) say they pay the full tuition.

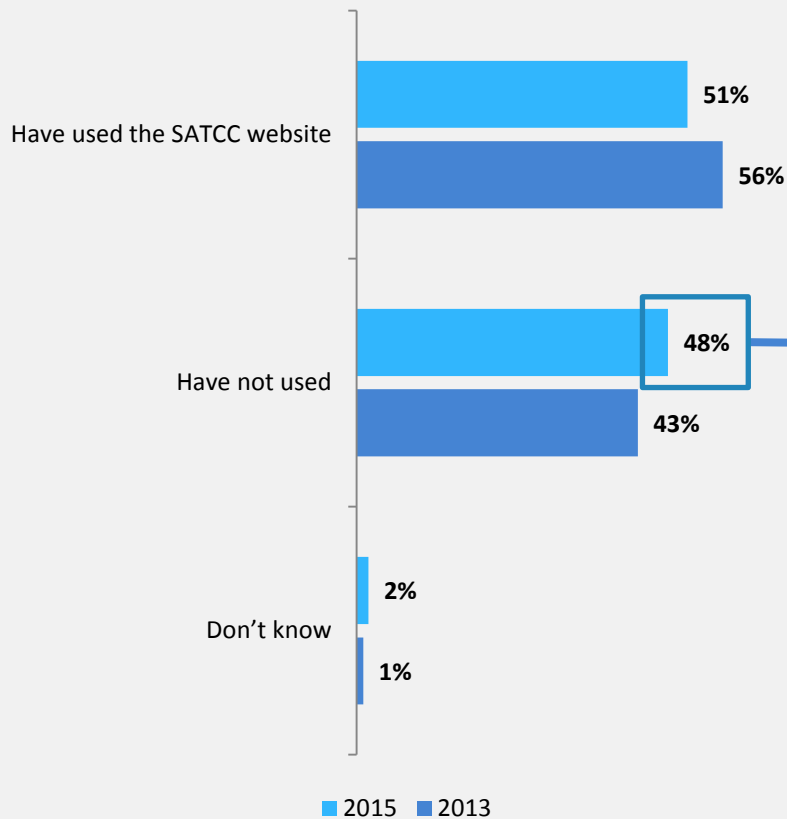


Q11. Please indicate the extent to which you pay tuition fees for apprentices? Base: All respondents, n=338 (2015), n=360 (2013), n=351 (2010).
 Q12. Please indicate the percentage of tuition fees you pay. Base: Respondents that pay tuition fees, n=182 (2015), n=169 (2013), n=179 (2010).

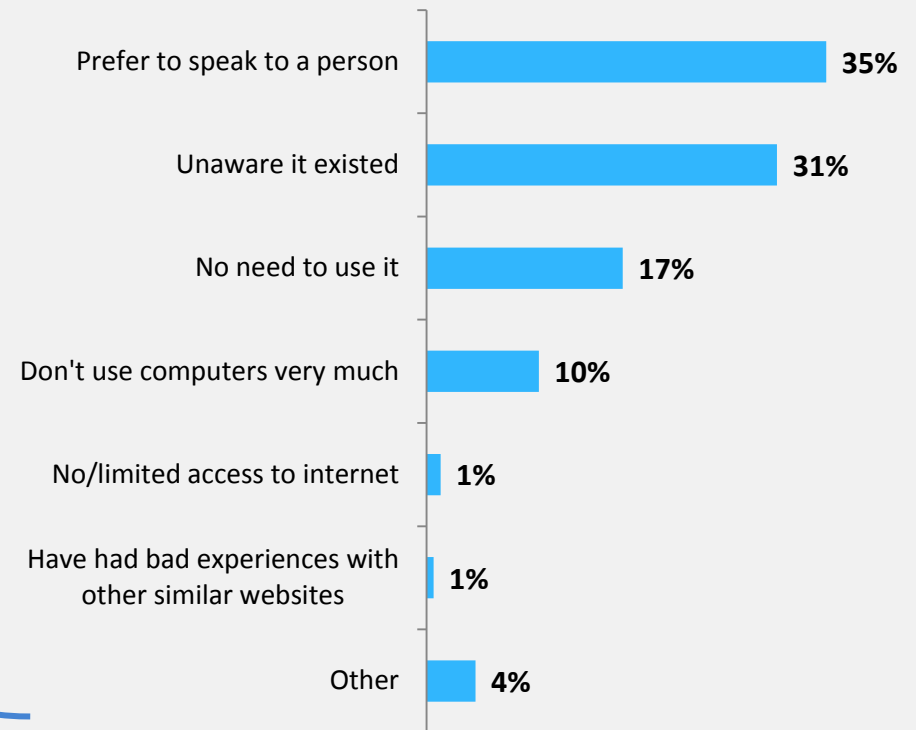
Communications and Information

About half of employers (51%) say they have used the SATCC website. Those who have not most commonly say it is because they prefer to speak to a person (35%) or were unaware that the website existed (31%).

SATCC Website Usage



Reasons for Not Having Used the SATCC Website



Q21. Have you ever used the SATCC website? Base: All respondents, n=338 (2015), n=360 (2013).

Q21a. Why have you never used the SATCC website? Base: Respondents that have not used the SATCC website, n=161.

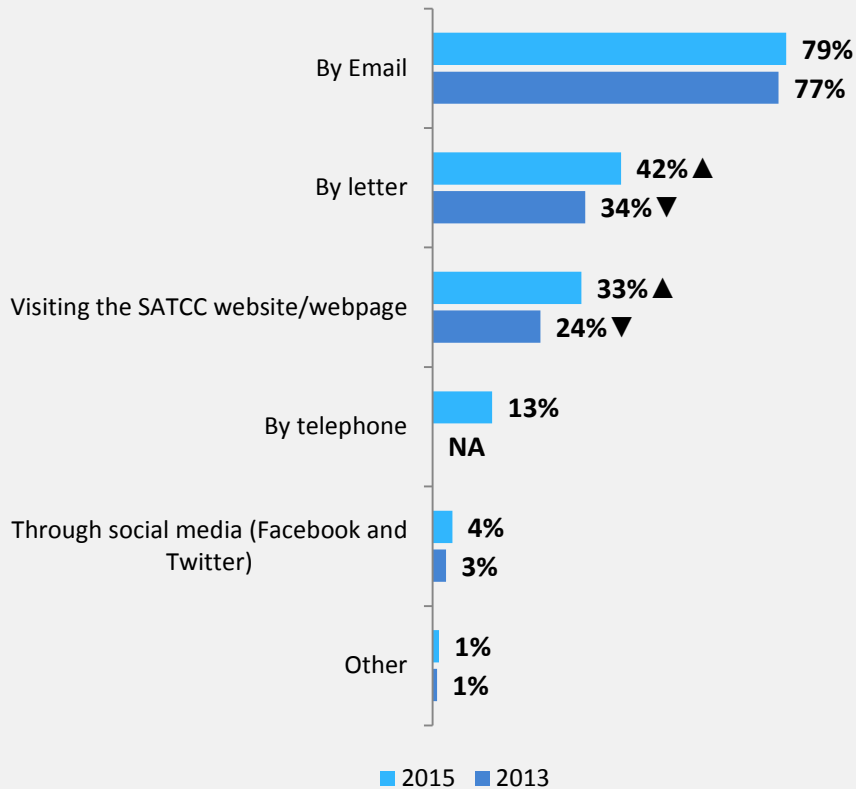
The highest rated website attributes are that it is easy to find (4.1) and contains current information (4.0).

Website Ratings (Scale: 1 to 5)	Count	Average Rating
It is easy to find the SATCC website	171	4.1
Information on the website is current	170	4.0
The site has the information I need	170	3.9
There are useful links to other websites	133	3.7
Information on the website is easy to find and understand	171	3.6

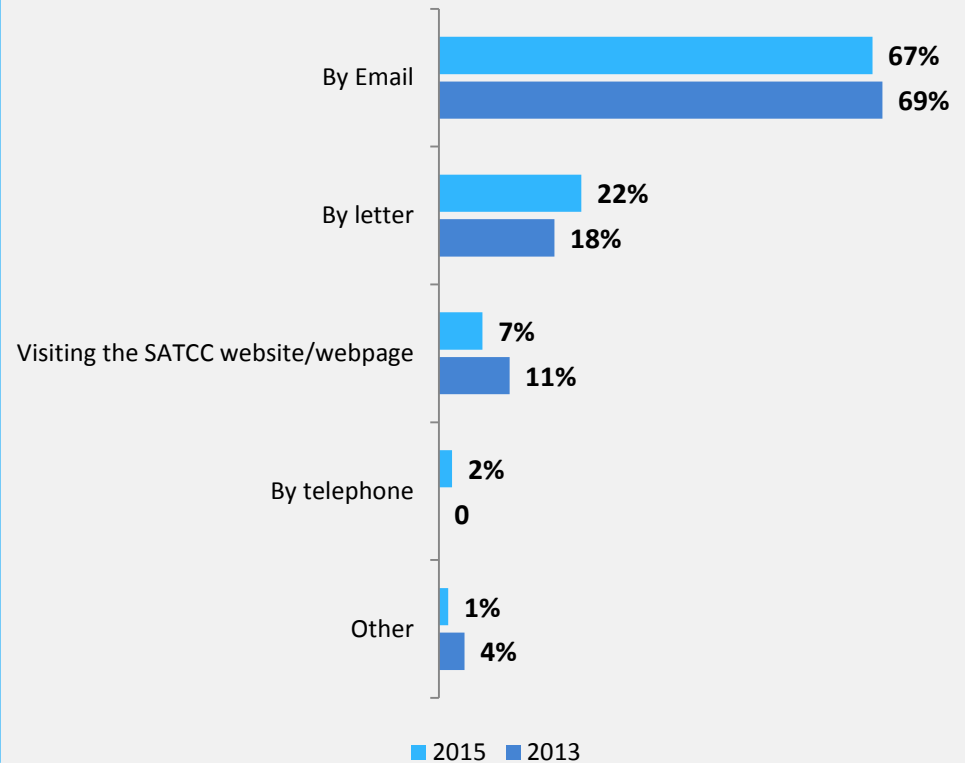
Q22. Please rate the following statement regarding your experience with the SATCC website. Using a 1 to 5 scale, where 1 means 'unacceptable', 2 is 'below average', 3 is 'average', 4 is 'above average' and 5 means 'exceptional'. Base: All respondents, excluding 'don't know', n= 133 to 171.

Email remains the most preferred method of receiving information from the SATCC.

Information Preferences - General



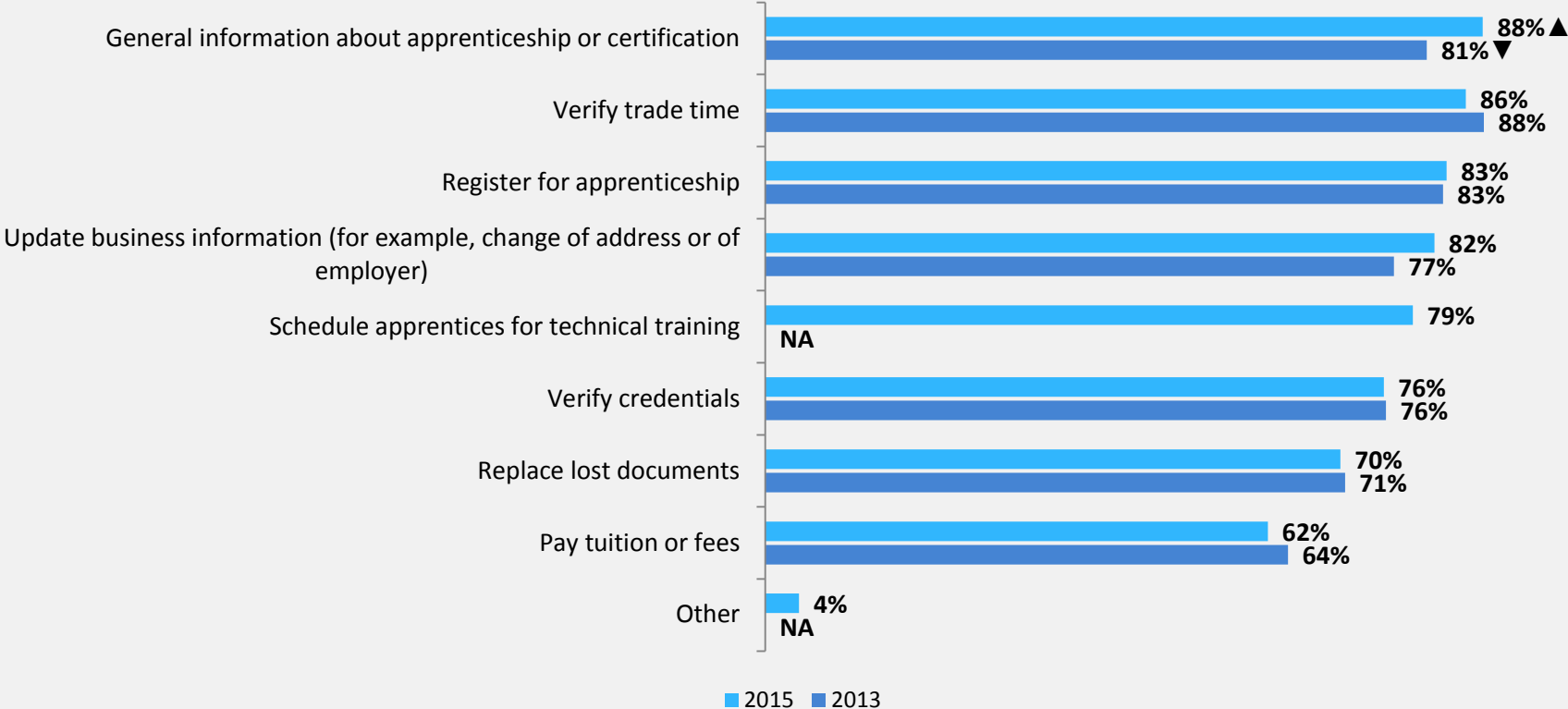
Information Preferences - Top Choice



Q23. How would you like to receive information from the SATCC? Base: All respondents, n=338 (2015), n=360 (2013).
 Q24. What would be your preferred method of receiving information from the SATCC? Base: All respondents, n=338 (2015), n=360 (2013).

The top online services employers would like to be able to complete online include finding general information about the program (88%), verifying trade time (86%), registration (83%), and being able to update information about the business (82%).

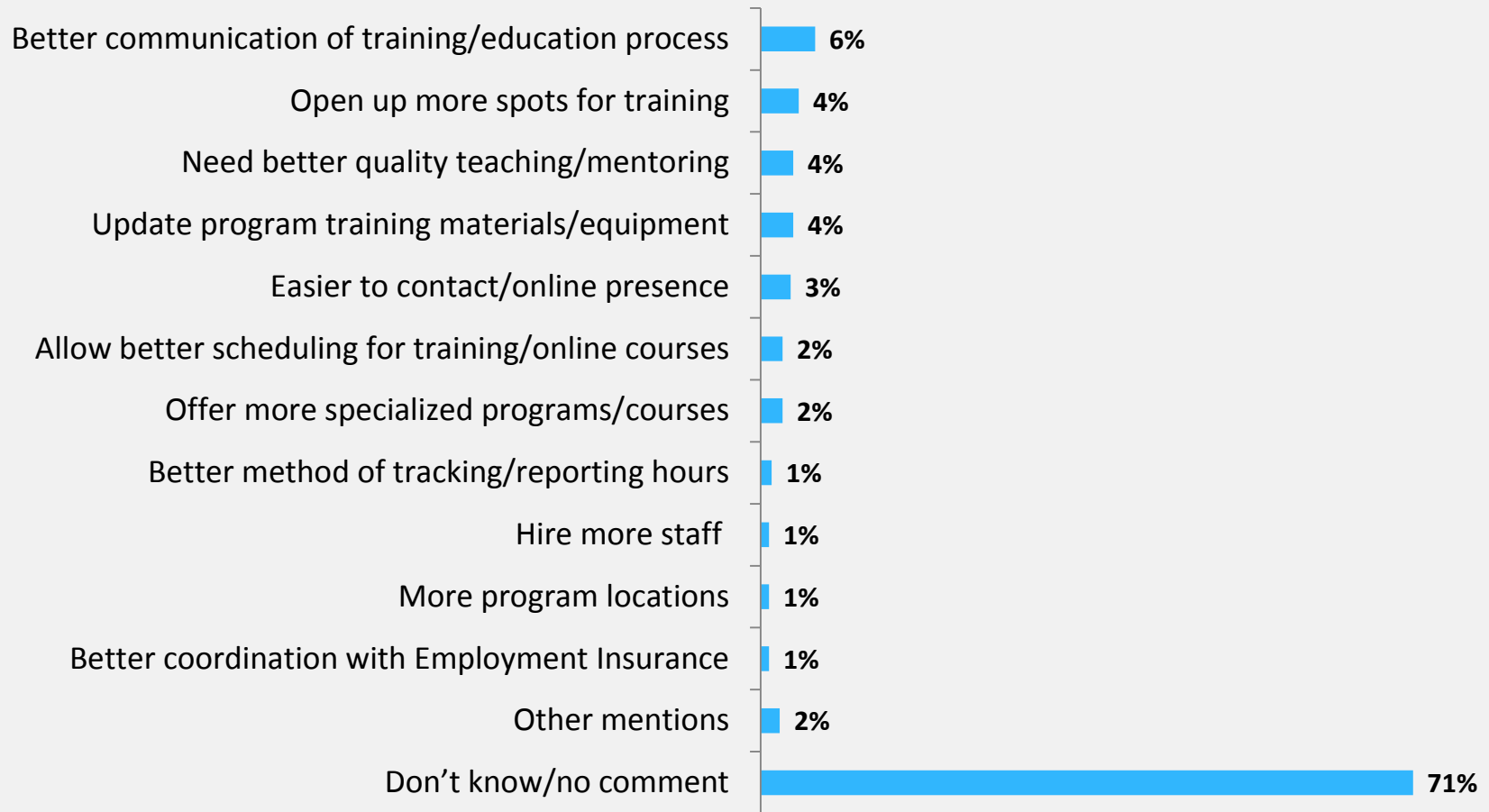
Preferred Online Services



Q25. Which of the following services would you like to be able to complete online? Base: All respondents, n=338 (2015), n=360 (2013).

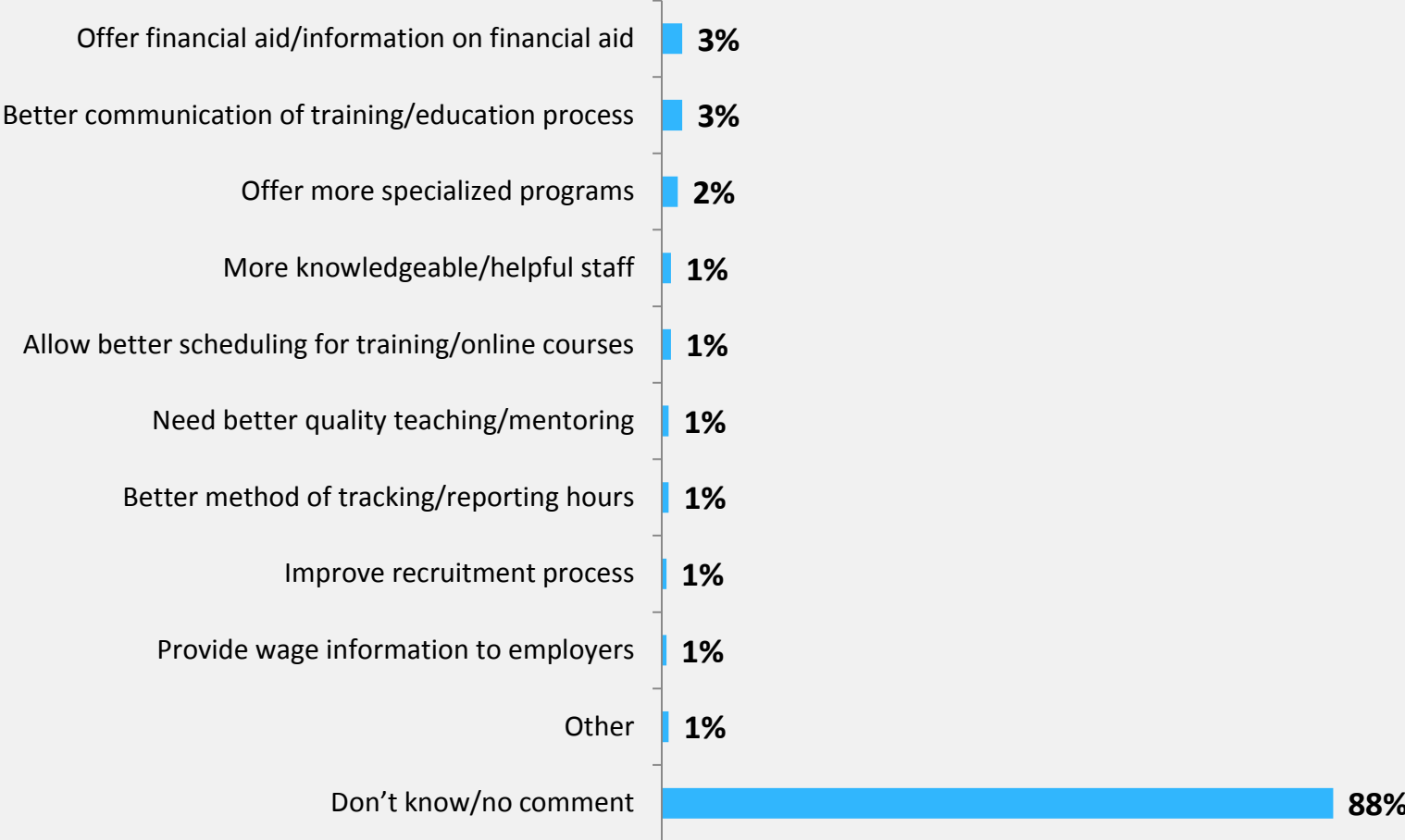
General Comments

What could the SATCC do better?



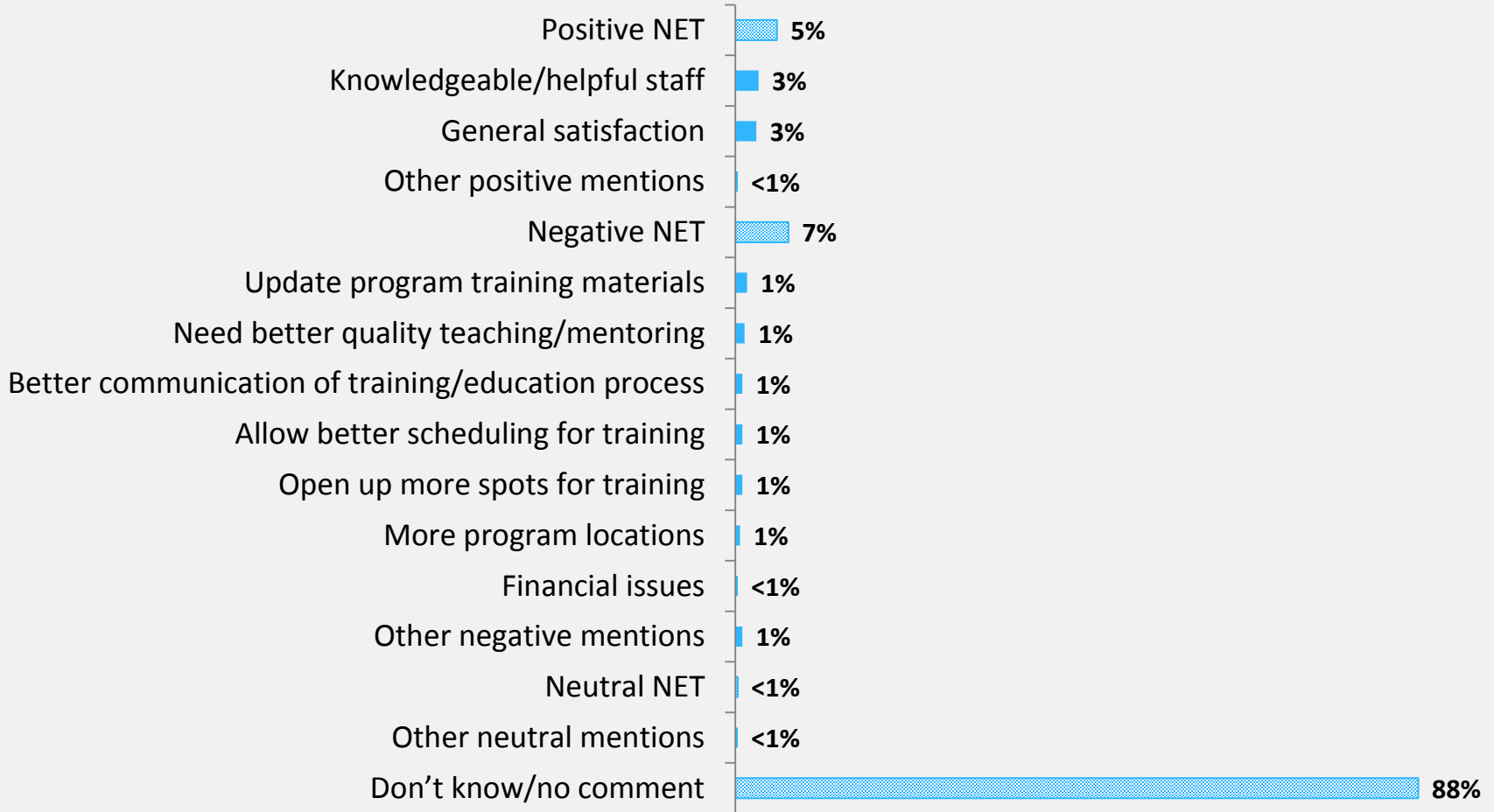
Q26. Is there anything else the Saskatchewan Apprenticeship and Trade Certification Commission could do better? Base: All respondents, n=338.

Suggested Additional SATCC Services



Q27. Are there any other services that SATCC could provide to employers or apprentices? Base: All respondents, n=338.

Final Comments

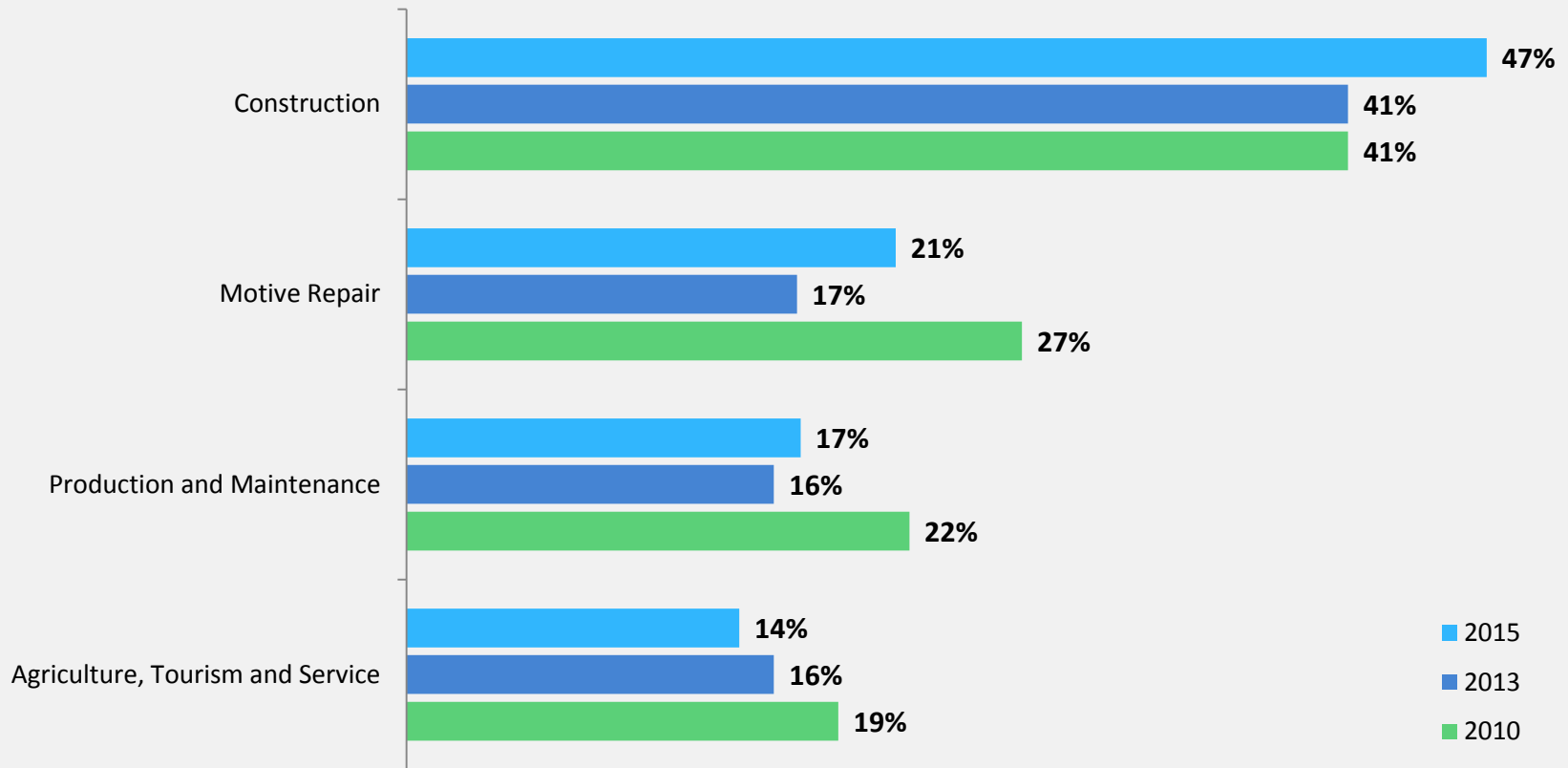


Q28. Do you have any additional comments or anything you would like to add? Base: All respondents, n=338.

Demographics

Demographics

Industry Sector



Q2. Which of the following industry sectors best describes the nature of your business? Base: All respondents, n=338 (2015), n=360 (2013).

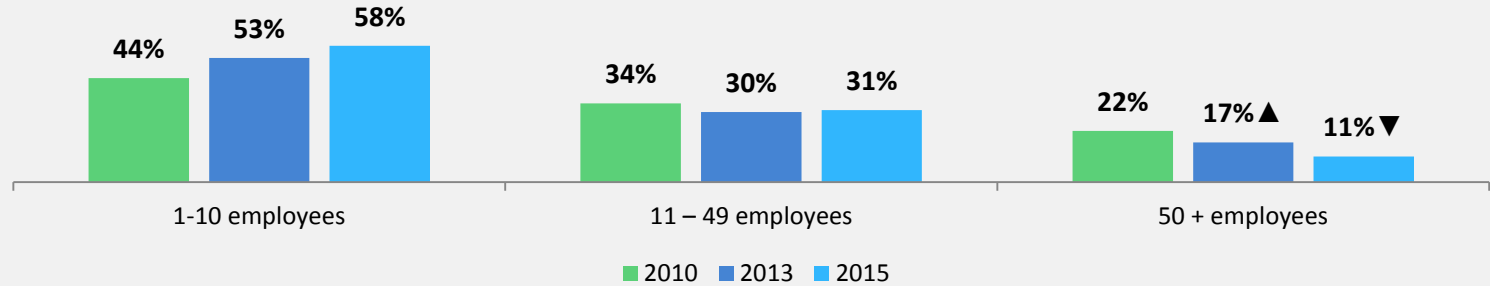
Demographics

Satisfaction by Industry

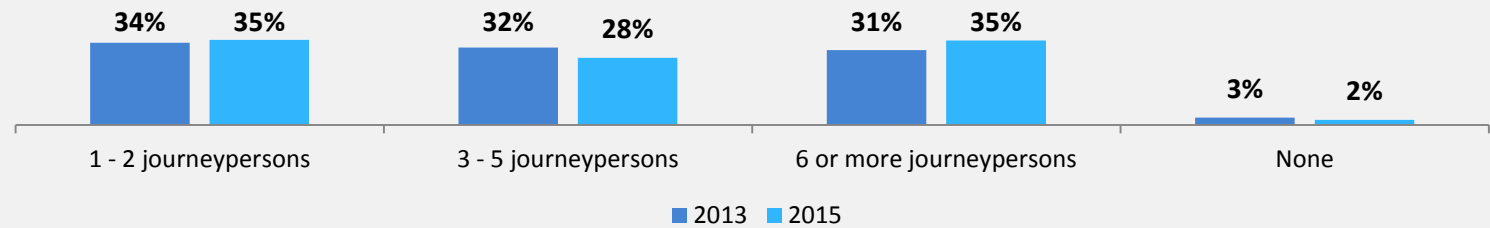
		Agriculture, Tourism and Service	Construction	Production and Maintenance	Motive Repair
Overall, I am satisfied with the ability of an apprentice to perform the tasks as expected.	Count	42	140	54	65
	%	86%	88%	93%	90%
Overall, I am satisfied with the apprentice's ability to contribute to the success of my company.	Count	44	148	55	69
	%	90%	93%	95%	96%
Overall, I am satisfied with the quality and breadth of technical training provided to my apprentice (s) by the technical training provider.	Count	38	127	48	62
	%	78%	80%	83%	86%
Overall, I am satisfied with the quality of the journeyperson when they complete an apprenticeship.	Count	42	133	52	67
	%	86%	84%	90%	93%

Demographics

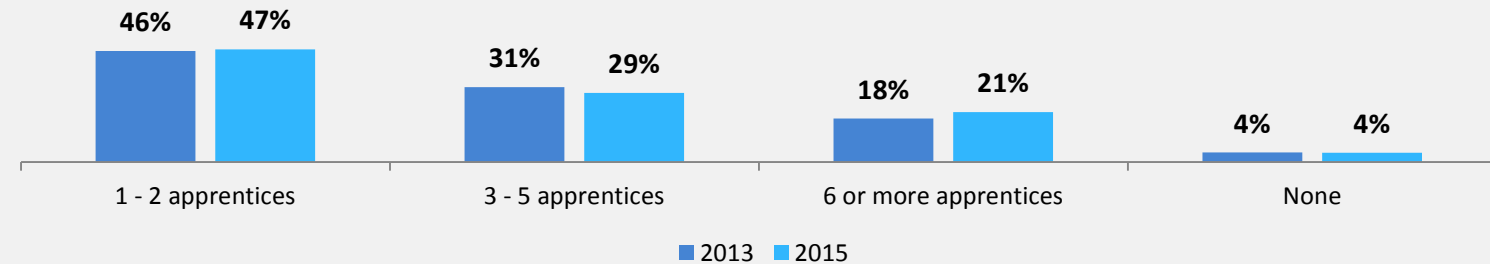
Number of Employees



Number of Journeypersons



Number of Apprentices



Q3. Please indicate the total number of employees, certified journeypersons and apprentices currently employed. Base: All respondents, n=338 (2015), n=360 (2013), n=351 (2010).

Demographics

Method of Contact by Industry

	Phone		Online	
	Count	%	Count	%
Agriculture, Tourism and Service	33	17%	16	11%
Construction	91	47%	68	47%
Production and Maintenance	28	14%	30	21%
Motive Repair	42	22%	30	21%
Total	194	100%	144	100%

Demographics

Employees, Journeypersons, and Apprentices by Industry

		Agriculture, Tourism and Service	Construction	Production and Maintenance	Motive Repair
Number of Employees	1-10 employees	55%	62%	43%	65%
	11 – 49 employees	33%	29%	40%	26%
	50 + employees	12%	9%	17%	8%
Number of Journeypersons	1 - 2 journeypersons	37%	38%	26%	36%
	3 - 5 journeypersons	22%	27%	28%	33%
	6 or more journeypersons	37%	33%	45%	29%
	None	4%	2%	2%	1%
Number of Apprentices	1 - 2 apprentices	39%	44%	43%	61%
	3 - 5 apprentices	29%	29%	28%	29%
	6 or more apprentices	24%▲	25%▲	24%▲	6%▼
	None	8%	2%	5%	4%