

Employer Tracer Survey Report 2014



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1. Introduction and Methods

This report summarises the feedback obtained from surveys of employers of APTC graduates 6-12 months after leaving APTC, allowing sufficient time for them to re-join the work force and demonstrate the outcomes of their training. The information summarised in this report was gathered by administering the “APTC Employer Questionnaire”. The survey focused on gathering information from those companies or individuals that have employed or still employ APTC graduates before and after their study.

In addition to surveying remote participants (e.g. Tonga, Kiribati, Marshall Islands) via post, emails and online using Survey Monkey, APTC officers also visited local area employers at their premises to administer the survey which proved to be the most successful survey method. Many surveys were conducted by telephone where possible.

The data gathered focuses on basic evidence about the employee and placement within their industry. The information focuses on:

- ▶ General employer information
- ▶ Employer assessment of graduates in terms of:
 - ▶ technical development
 - ▶ personal and professional development

Information contained within this report augments data gathered via the APTC student tracer studies to provide a broader view on the effects that APTC training has on students and on their industry.

2. Survey Administration and Feedback

The survey was administered between 10 March and 31 October 2014. The survey population was comprised of 493 employers based on the principle that each employer is allocated only one survey regardless of the number of employees who graduated from APTC in the past 6-12 months. The total number of graduates relevant to the survey was 852. A total of 174 completed surveys were collected by APTC staff which represents a rate of return of 35%. Table 1 below provides a listing of the surveys administered and the returns from each country.

It should be noted that the efficient administration and return of surveys was affected by the remote locations of respondents, and on the transient employment of students – many had left their place of employment between their graduation and the survey implementation.

Table 1: Surveys Administered and Returned by Country

Survey Country	No. of Surveys Administered	No. of Completed Returns	Percentage Returns
Fiji	150	55	37%
Kiribati	6	2	33%
Marshall Islands	2	-	-
Nauru	3	-	-
Niue	1	-	-
PNG	84	18	21%
Samoa	91	45	49%
Solomon Islands	78	30	38%
Tonga	16	1	6%
Tuvalu	12	-	-
Vanuatu	50	23	46%
Total	493	174	35%

3. General Employer Information

3.1 Primary Operations

Employers were asked to select the primary type of work undertaken by their organisations from a provided list of industrial classifications. Table 2 below summarises the responses received for survey.

Table 2: Primary Operation Type

Primary Industry	Frequency	Percentage
Agriculture, Fisheries & Forestry	1	1%
Community Development	1	1%
Construction	13	7%
Education & Training	52	30%
Electricity, Gas & Water Supply	2	1%
Finance & Banking	2	1%
Government & Civil Service	6	3%
Health Services	8	5%
Manufacturing	4	2%
Mining & Quarrying	1	1%
Other Business Services	24	14%
Retail & Wholesale	4	2%
Tourism & Hospitality	52	30%
Transport & Communications	2	1%
No Data	2	1%
Total	174	100%

The highest percentage of employers responding to the survey were from the Tourism and Hospitality and the Education and Training sectors (30% each) followed by Other Business Services (14%).

3.2 Organisation Type

The table below summarises the type of organisation; private, public or NGO/Not for Profit, represented by the employers of the APTC graduates for this survey.

Table 3: Type of Organisation

Organization Type	Frequency	Percentage
NGO/Not for Profit	23	13%
Private Sector	114	66%
Public Sector	37	21%
Total	174	100%

The majority of the employers (66%) were from the private sector; 21% from the Public Sector and 13% were from an NGO/Not for Profit organisation.

3.3 Geographical Location of Organisations

Table 4 summarises the geographical locations (city, town, rural, etc.) of the responding organisations employing APTC graduates.

Table 4: Organisation Location

Geographical Location	Frequency	Percentage
Capital / Major City	104	60%
Other Urban (Village/Town)	53	30%
Rural/Outer Island	16	9%
ND	1	1%
Total	174	100%

More than half of the employers completing the survey were based in either the capital or one of the major cities in their respective countries. A further 30% were based in towns or urban centres whilst only 9% had rural bases of operations.

3.4 Representative Position in Organisation

A summary of the employer representatives who completed the surveys is presented in Table 5 below:

Table 5: Position of Person Completing Survey

Position of Person Completing Survey	Frequency	Percentage
Assistant General Manager	1	1%
Business Owner	26	15%
Manager	73	42%
Other	72	41%
Owner	1	1%
No Data	1	1%
Total	174	100%

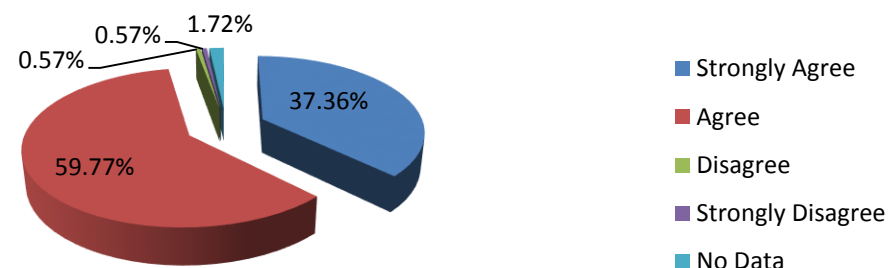
4. Employer Assessment of Graduates

4.1 Technical Development

Employers were asked to provide their assessment of the technical development of their employees as a result of undergoing training with APTC. Employers were given a scale: *Strongly Agree*, *Agree*, *Disagree* and *Strongly Disagree*, and asked to choose the option that best described their experience with the APTC graduates in the workplace since the completion of their training. The summary of the responses received for each statement and the respective graphical representations are provided below.

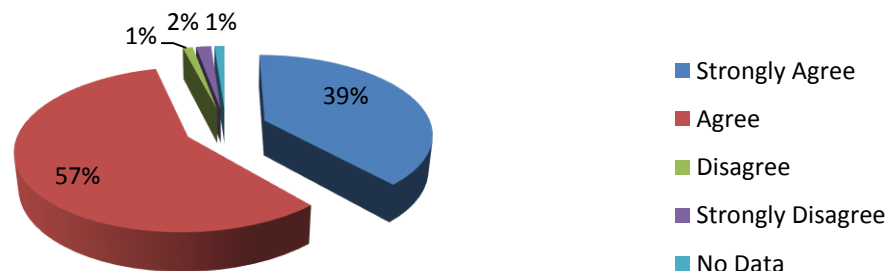
4.1.1 Graduates demonstrate the ability to perform to the expectations of your workplace.

Response	Frequency
Strongly Agree	65
Agree	104
Disagree	1
Strongly Disagree	1
No Data	3
Grand Total	174



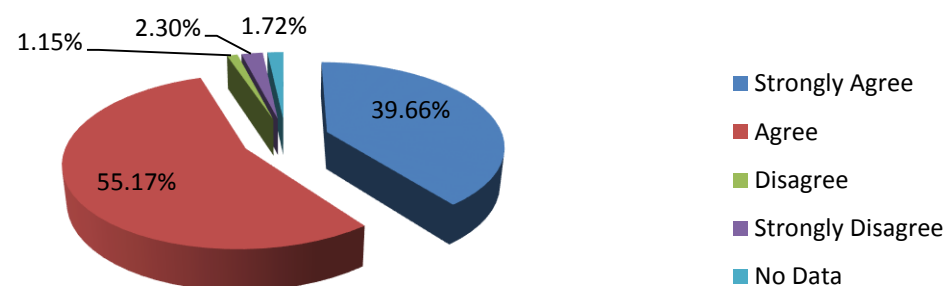
4.1.2 Graduates are able to use relevant skills and technology in workplace tasks.

Response	Frequency
Strongly Agree	67
Agree	100
Disagree	2
Strongly Disagree	3
No Data	2
Grand Total	174



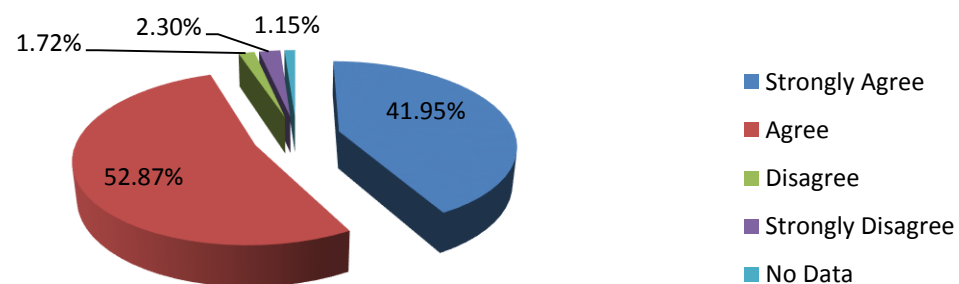
4.1.3 Graduates demonstrate a working knowledge of the industry.

Response	Frequency
Strongly Agree	69
Agree	96
Disagree	2
Strongly Disagree	4
No Data	3
Grand Total	174



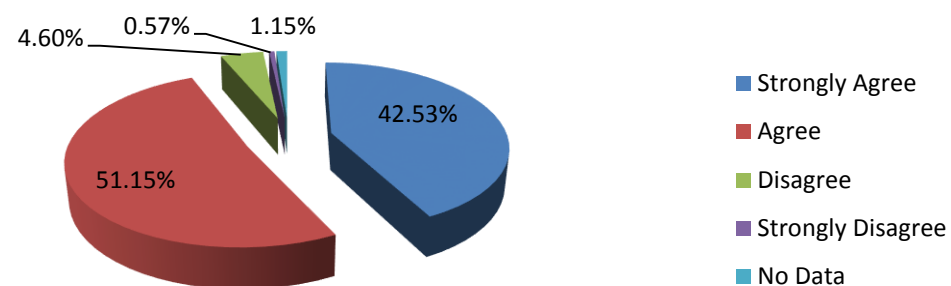
4.1.4 Graduates are fluent in relevant technical vocabulary.

Response	Frequency
Strongly Agree	73
Agree	92
Disagree	3
Strongly Disagree	4
No Data	2
Grand Total	174



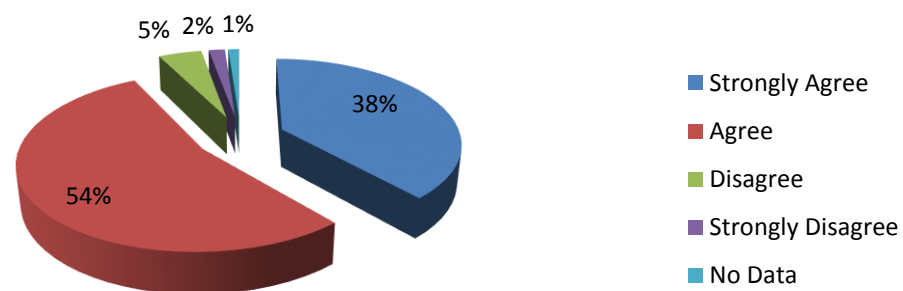
4.1.5 Graduates work effectively with minimal supervision.

Response	Frequency
Strongly Agree	74
Agree	89
Disagree	8
Strongly Disagree	1
No Data	2
Grand Total	174



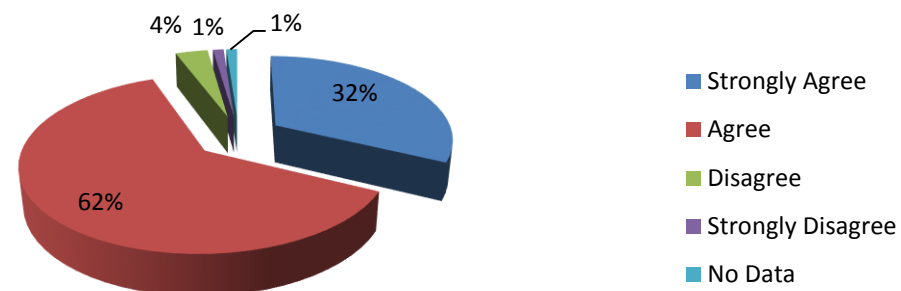
4.1.6 Graduates are able to take on increased responsibility.

Response	Frequency
Strongly Agree	67
Agree	94
Disagree	8
Strongly Disagree	3
No Data	2
Grand Total	174



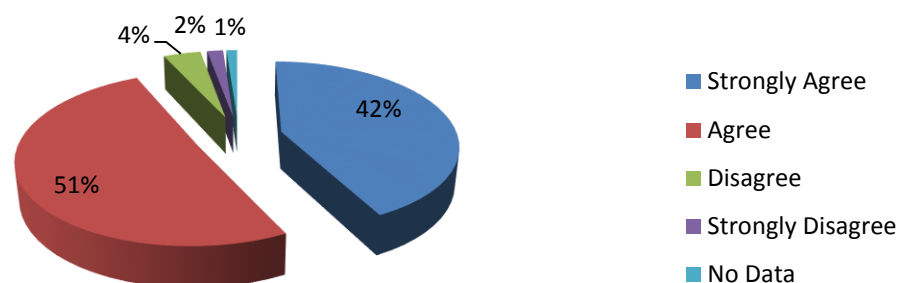
4.1.7 Graduates are able to solve common work related problems.

Response	Frequency
Strongly Agree	56
Agree	108
Disagree	6
Strongly Disagree	2
No Data	2
Grand Total	174



4.1.8 Graduates communicate effectively with supervisor, co-workers and clients/customers.

Response	Frequency
Strongly Agree	74
Agree	88
Disagree	7
Strongly Disagree	3
No Data	2
Grand Total	174



Technical Development Results:

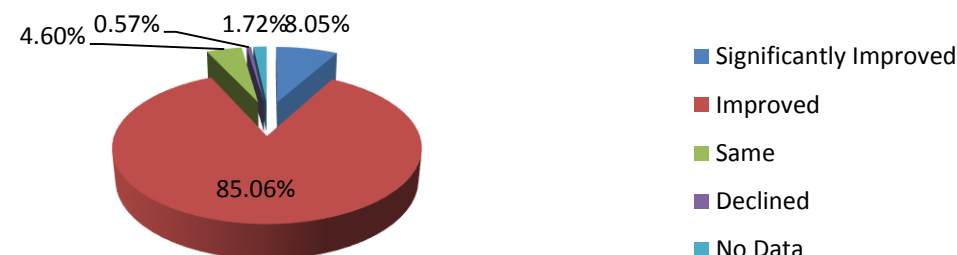
- ✓ For every statement on 'Technical Development' over 86% of employers strongly agreed or agreed that APTC training had a positive impact on the technical development of their employees.

4.2 Personal and Professional Development

Employers were asked to provide their assessments on the personal and professional development of their employees as a result of undergoing training with APTC. They were asked to choose from a given Scale; *Significantly Improved, Improved, Same and Declined*, for the option that best described the change in their employee's attitude and work ethic since graduating from APTC. The summary of the responses received for each statement and the respective graphical representations are provided below.

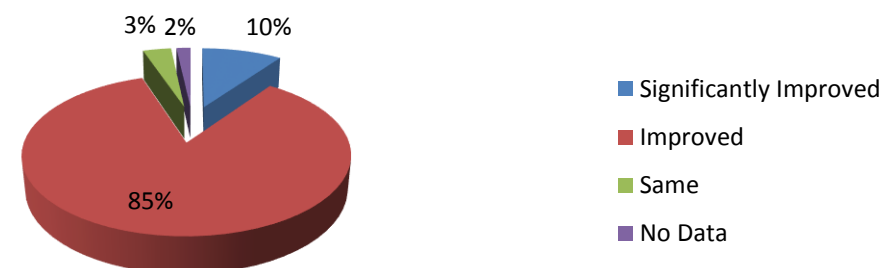
4.2.1 Graduates are motivated and show initiative.

Response	Frequency
Significantly Improved	14
Improved	148
Same	8
Declined	1
No Data	3
Grand Total	174



4.2.2 Graduates display an appropriate attitude and aptitude to work, are reliable and professional.

Response	Frequency
Significantly Improved	17
Improved	148
Same	6
No Data	3
Grand Total	174



Personal & Professional Development Results:

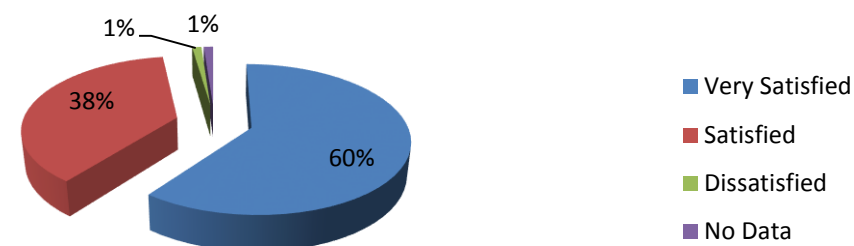
- ✓ For every statement on 'Personal & Professional Development' 93% of employers agreed that APTC training had a positive impact on the technical development on their employees.

4.3 Comments and Suggestions

4.3.1 Overall Satisfaction with APTC Training Program.

Employers were asked to report their 'Overall Satisfaction' with the APTC course that their employees attended. They were asked from a given scale: *Very Satisfied, Satisfied, Dissatisfied and Very Dissatisfied*; the results are displayed below.

Response	Frequency
Very Satisfied	105
Satisfied	65
Dissatisfied	2
No Data	2
Grand Total	174



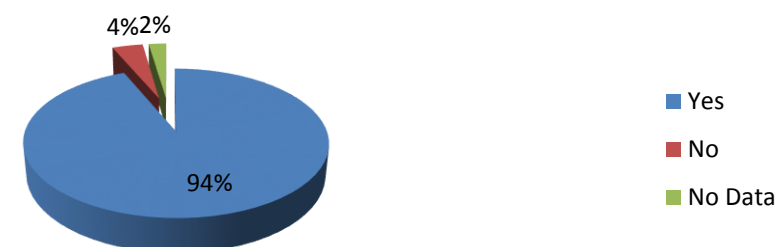
Overall Employer Satisfaction:

✓ 98% of the employers reported that they were either 'satisfied' or 'very satisfied' with the APTC course that their employee had undertaken.

4.3.2 APTC graduates have helped improve work standards/productivity of other workers?

Employers were asked to assess whether the APTC graduates that they employed had helped improve the work standards and/or productivity of the other workers they employ. Their responses are summarised below.

Response	Frequency
Yes	163
No	7
No Data	4
Grand Total	174

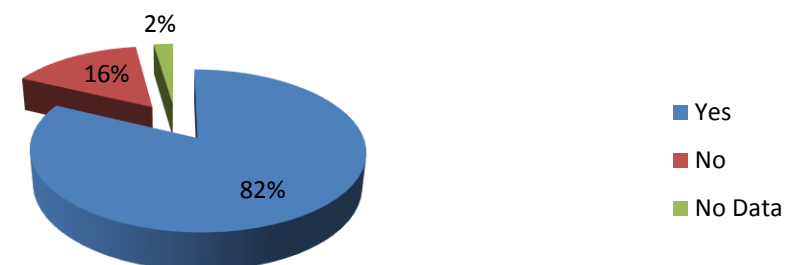


94% of the employers reported that they felt that their APTC graduate employees had helped other workers improve their work standards and/or productivity.

4.3.3 Have the APTC graduates been promoted or given greater responsibilities?

Employers were asked if they had promoted or given greater responsibilities to their employees after successfully completing their APTC course. Their responses are summarised below.

Response	Frequency
Yes	143
No	27
No Data	4
Grand Total	174

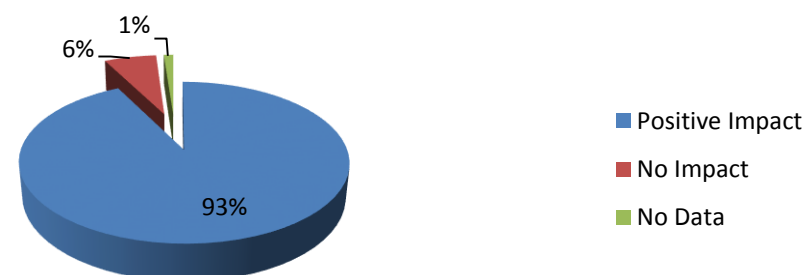


98% of the employers reported that they had either promoted or given greater responsibilities to their employees once they had graduated from an APTC course and returned to work.

4.3.4 Impact on overall productivity or business performance.

Employers were asked to assess whether the APTC graduates had any impact on the productivity or overall performance of the business and to rate the impact. Their responses are summarised below.

Response	Frequency
Positive Impact	161
No Impact	11
No Data	2
Grand Total	174

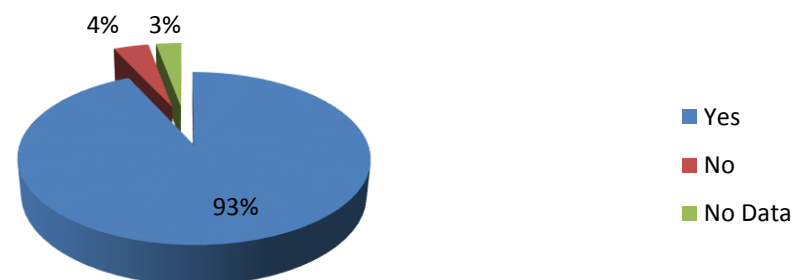


93% of the employers reported that APTC graduates had a positive impact on productivity and/or business performance.

4.3.5 Would the employer employ another APTC graduate or work placement student.

Employers were asked if they would employ another APTC graduate or work placement student. The results are summarized below.

Response	Frequency
Yes	162
No	7
No Data	5
Grand Total	174

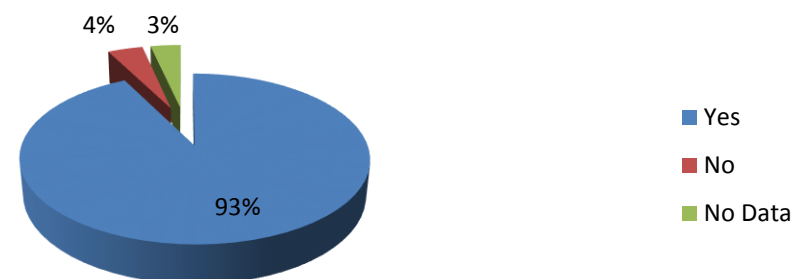


93% of the employers reported that they would employ another APTC graduate or work placement student.

4.3.6 Would the employer recommend APTC courses to other people or businesses?

Employers were asked if they would recommend APTC courses to other people or businesses. The results are summarized below.

Response	Frequency
Yes	161
No	7
No Data	6
Grand Total	174

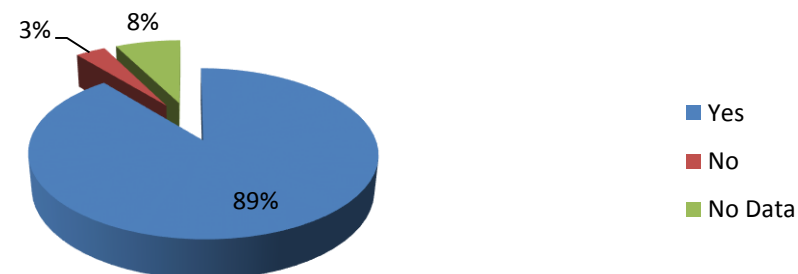


93% of the employers reported that they would recommend APTC courses to other people and businesses.

4.3.7 Would the employer send the APTC graduate for further training with APTC?

Employers were asked if they would consider sending the APTC graduate that they employ for further training with APTC in future. The results are summarised below.

Response	Frequency
Yes	155
No	6
No Data	13
Grand Total	174



89% of the employers reported that they would consider sending their APTC graduates for further training at APTC. See Annex 1 for full free text explanations for employers' responses.

4.3.8 Details of other courses required by employer.

Employers were asked to provide details of other courses they would like APTC to provide for their workforce. The list provided by the employers is summarized below.

- Administration and management
- Business administration, Accounting, Management Skills
- Communication skills, discipline, team building
- Counselling
- Customer Engagement
- Customer service
- English language, business, computing
- Furniture Making
- Hosting events
- Landscaping design
- Marine electrical
- Marine engineering under standard maritime law
- Quality control
- Sales & Marketing.
- Some refresher courses, safety courses
- Wedding coordinator

4.3.9 Major skills shortages

The employers were asked to list the major skills shortages in their business sectors. The results are shown below.

- Accountant
- Administrators
- Advanced culinary knowledge
- Bartender/Sous Chef/Receptionist/Waitress
- Child care and training outdoors activities
- Class 3, 2, 1 Marine Engineer
- Commercial cookery, Commis Chef, Head Chef
- Community services work, youth work
- Computing
- Curriculum Officers, Assessment officers
- Customer services, management, report writing
- Event coordinator/Wedding coordinator
- Finance/Debt recoveries
- Hair dressing, beauty, waxing and pedicure.
- Home and community care and customer services.
- Human Resources
- Information technology
- Landscape design, indoor decoration
- Management
- Mechanical/Civil Engineering/Fitter & Turner/Plant & Machine Operator
- Organizational skills/Supervisor skills/Communication skills
- Plumbing
- Professional Counselling
- Project Coordinator
- Quality assurance
- Registered nurses
- Restaurant manager
- Sales and marketing, customer services and management.
- Medical fields such as Physio, Occupational Therapist, Speech Therapists
- Spray painting and panel beating
- Store managers, sales reps
- Student Mentors, Mental health/illness mentors
- Tiling Constructor.
- Tourism, customer service, management and hospitality.

5. Conclusion

Overall, 98% of the employers were satisfied with the APTC training provided to their employees, indicating a high acceptance of APTC's training programs within industries in the various PIF countries.

A very high percentage (94%) of the employers reported that APTC graduates had improved the work standards of other employees or improved the productivity in their organisation which indicates that APTC graduates are making significant contributions in their organisations towards improving overall business performance.

Over 85% of the employers reported APTC graduates had undergone significant technical, personal and professional development in comparison with before training commenced.

Collectively, the survey results indicate that employers are very satisfied with the training being provided by APTC and that this training has led to significant positive impacts in business and employee performance.