

Building confidence in your RTO's services – how learner and employer feedback can help

This guide looks at using learner and employer survey data for demonstrating the quality of your training operations.

Building confidence in your RTO

Training and assessment services are delivered in a competitive environment. Many RTOs are vying for training and assessment business. Learners and employers are looking for quality training. Your learner and employer survey results can be a key factor that influences the decisions of learners and employers about where to spend their training and assessment funds.

Your survey results can help build and maintain your market position as a quality training provider. Your results can build learner and employer confidence in your RTO. There are business decisions you need to make about using your data to build confidence.

Releasing your data

The first thing to recognise is that your learner and employer survey results belong to you. What information you release, and how you release it, is your decision.

It's a business decision and you need to take a number of things into account.

Because you ask employers to complete the employer survey each year, you might expect some will ask to see the results. Your existing learners, and perhaps potential learners, might ask to see learner survey results. How you respond to such requests may have an influence on the confidence of employers and learners.

Other RTOs - your competitors - could make their results available in some form.

Your business decision can be proactive. You might release some results on your website. You might release detailed results, and your analysis of them, only to learners and employers who complete the learner and employer surveys. You might provide results to prospective clients only - employers you plan to strike a business arrangement with.

It's worth taking a long view about the evidence you provide about your training quality. Your survey results are only reliable if you get a sufficient number of respondents every year. A good way of encouraging learners and employers to respond to surveys is to give them feedback on your results and on the changes you make in response to the survey results.

Your quality improvement plan can be a confidence builder

What your results are, and deciding what results you release, are as important as having a definite plan for improving your results.

Your quality improvement plan can build confidence in your RTO and support your business development effort. Convey to learners and employers that you see your learner and employer results as a direct input to your quality improvement plan. Confidence in your RTO's services can build from your results and from your plan to improve them.

What can you claim?

If you are confident in your results, you could claim - on your website or perhaps in a brochure - to have high levels of employer satisfaction and learner engagement.

But comparisons with other RTO results must be made very carefully. That's why the Code of Practice for the learner and employer surveys says 'Data from the learner and employer surveys is not suitable for making simplistic unqualified cross-RTO comparisons.'

It's important to understand why it's not a good idea to make such comparisons in case you want to explain differences in results between your RTO and other RTOs.

Let's look at some employer survey results. (Similar things apply when you analyse and report on learner survey results.)

Making thoughtful comparisons

There are seven scales in the Employer Questionnaire (EQ), the survey instrument developed for use with employers. Here are the employer survey results from four of those scales for My RTO.

EQ scales per cent agreement

EQ scale	My RTO
Trainer Quality	78
Overall Satisfaction	83
Effective Assessment	67
Effective Support	65

On two scales - Effective Assessment and Effective Support - My RTO's results are much lower than for the other scales. But looking at one RTO's results doesn't tell you how its competitors are going.

My RTO provides training in two areas: security services and investigative services. My RTO's main competitor - Safe&Secure - provides training in three areas: security services, investigative services and first aid.

Look at the results from the same scales, but with more data for My RTO and Safe&Secure.

EQ scales per cent agreement

EQ scale	My RTO	Safe& Secure RTO ¹	Safe& Secure RTO ²
Trainer Quality	78	85	67
Overall Satisfaction	83	86	66
Effective Assessment	67	79	60
Effective Support	65	80	62

Notes:

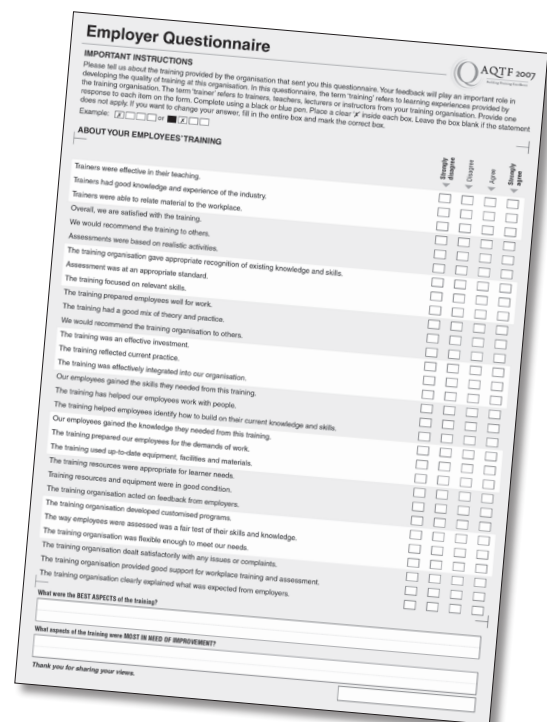
1. security services, investigative services and first aid
2. security services and investigative services only

For the Effective Assessment Scale, Safe&Secure's results for all qualifications are better than My RTO's results - 79 per cent versus 69 per cent. But look at the results in the grey columns, which are just for security and investigative services. It looks like Safe&Secure does a great job in first aid training, but is not as good as My RTO in security and investigative services training.

Every RTO is different. Meaningful comparisons rely on thoughtful analysis.

Things to do

1. Decide how you will release your survey results - where, in what form and to whom.
2. Explain your quality improvement plan to employers.
3. Make sure your data collection is well-planned, well-administered, and that you analyse results thoughtfully.
4. Read the three page *AQTF 2007 Code of Practice: Learner and Employer Surveys*.
5. Be clear on what claims you can make about your results without comparing your results with other RTOs' results.
6. Consider benchmarking with other RTOs. Benchmarking allows you to show clients how your results compare with other RTOs' results. Benchmarking agreements would cover the terms for releasing the data of your benchmarking partners. (See the enhancement guide about benchmarking.)



Employer Questionnaire

IMPORTANT INSTRUCTIONS
Please fill in about the training provided by the organisation that sent you this questionnaire. Your feedback will play an important role in developing the quality of training at this organisation. In this questionnaire, the term 'training' refers to learning experiences provided by the training organisation. The term 'trainer' refers to trainers, lecturers or instructors from your training organisation. Provide one response to each item on the form. Complete using a black or blue pen. Place a tick or cross in the appropriate box. Leave the box blank if the statement does not apply. If you want to change your answer, fill in the entire box and mark the correct box. Example: or

ABOUT YOUR EMPLOYEES' TRAINING

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Trainers were effective in their teaching.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainers had good knowledge and experience of the industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainers were able to relate material to the workplace.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, we are satisfied with the training.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We would recommend the training to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assessments were based on realistic activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation gave appropriate recognition of existing knowledge and skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training focused on relevant skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training prepared employees well for work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training had a good mix of theory and practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We would recommend the training organisation to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training was an effective investment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training reflected current practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training was effectively integrated into our organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our employees gained the skills they needed from this training.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training has helped our employees work with people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training helped employees identify how to build on their current knowledge and skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our employees gained the knowledge they needed from this training.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training prepared our employees for the demands of work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training resources were appropriate for learner needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation acted on feedback from employers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation developed customised programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way employees were assessed was a fair test of their skills and knowledge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation was flexible enough to meet our needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation dealt satisfactorily with any issues or complaints.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation provided good support for workplace training and assessment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The training organisation clearly explained what was expected from employers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What were the **BEST ASPECTS** of the training?

What aspects of the training were **NEED IN NEED OF IMPROVEMENT**?

Thank you for sharing your views.

About this guide

This Continuous Improvement Guide forms part of the AQTF 2007 Quality Indicators Resources Package. This package contains information and materials for Registered Training Organisations (RTOs) to use to collect, analyse and act on data about their training and assessment.

The Australian Quality Training Framework 2007 (AQTF 2007) Quality Indicators are part of the AQTF 2007 Essential Standards for Registration for training organisations that wish to deliver nationally recognised vocational qualifications and competencies. Three Quality Indicators have been endorsed by the National Quality Council (NQC): Learner Engagement, Employer Satisfaction and Competency Completion. These are designed to help RTOs conduct evidence-based and outcomes-focused continuous quality improvement, and assist Registering Bodies assess the risk of an RTO's operations.

Visit www.training.com.au for further information on AQTF 2007 or the Quality Indicators Resources Package.