To: Chair and Members
Emergency & Community Services Committee

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Date: May 10, 2007
Re: Career Development Centre (CDC) Client Satisfaction Survey (ECS07051) (City Wide)

Council Direction:
Not applicable.

Information:
A report respecting the Career Development Centre – Client Satisfaction Survey is attached as Appendix A to Report ECS07051 for your information.

Career Development Centre
In June 2003, the Community Services Department received approval from Council for the development and implementation of the Career Development Centre (CDC). In March 2005, the CDC became operational on the third floor of 181 Main Street West. This location was selected due to the size of the space, access to public transportation, close vicinity to the downtown core and because the building was owned and managed by the Community Service Department’s Housing Division.

The centre focuses on serving the job seeking community and employers by providing a place where people can find career opportunities and gain skills for successful employment. Another goal of the CDC is to develop with its community partners, a consistent and coordinated approach to addressing the wide range of labor market issues in the community.

The CDC provides a range of on-site resources, programs, and services to assist with job search, vocational assessment, and training. At the CDC, a number of programs and services are offered to individuals receiving social assistance, including pre-employment workshops, job search resources, employment placement, and employment case management. The CDC houses a Labour Market Information Centre, which is open to all citizens that provides computers, a library of job search resource
books, work tables, photocopiers, telephones, printers, fax machines etc. Daily newspapers, résumé programs, and access to job bank web sites are also available to assist with job searches. Resource centre clerks are available to assist with basic inquiries or to solve technical problems. A computer lab and child minding service is also located at the CDC.

Client Satisfaction Survey

To support continuous quality improvement and program planning, the CDC underwent a client satisfaction survey in May 2006. On behalf of Employment and Income Support Division, the survey was conducted by the Department’s Social Development Team.

The two main goals of the client satisfaction survey were to:

- Identify and describe the population that comes to the Career Development Centre, with a view to distinguish Ontario Works clients from general public users.
- Provide an assessment of client satisfaction with the Career Development Centre that will support continuous quality improvement and management decision-making at the CDC.

A survey tool was developed in consultation with CDC management and staff, the CDC Community Advisory Committee, Social Planning and Research Council and English literacy consultants from the Adult Basic Education Association. The survey tool and methodology was piloted for two weeks, prior to being finalized. The final survey questionnaire included a cover letter, a section collecting client demographic information, a section collecting client usage and satisfaction levels for various dimensions of the Career Development Centre and a $2 Tim Horton’s certificate as a token of appreciation. A detachable slip collecting personal contact information for future follow-up surveys was also included.

Survey Results

The survey was distributed to clients visiting the CDC over 20 business working days from May 9th to June 7th of 2006. A total of 725 questionnaires were handed out to clients during this survey collection period. A total of 543 completed surveys were returned. This translates into a survey return rate of 75%, which is much higher than the typical expected survey return rate of 20% to 30%. Approximately 29% of clients provided their contact information for future follow-up interviews.

The survey results helped to identify and describe the population utilizing the CDC and provided an assessment of the level of client satisfaction with the Career Development Centre in terms of accessibility, resources and materials available and the extent to which client expectations are being met.

Demographic information collected from the survey showed the following:

- An even distribution of males and females primarily between the ages of 25 to 39.
Approximately three-quarters of the clients are single with slightly over one-fifth of clients being single females with children.

Education levels tend to be lower - over half of clients (56.3%) clients surveyed reported their highest level of education to be high school or less than high school.

The majority (72.7%) of clients were unemployed and came to the CDC to seek employment within one year of being unemployed.

One quarter of clients had completed job specific skills training such as truck driver and welding either, prior to accessing the CDC, or through participation in job skills training provided through the CDC.

Approximately 72.6% of clients report receiving some form of financial assistance.

Among the Ontario Works clients surveyed, there was a higher proportion of the following groups of clients: females, unemployed and those who are single with children.

The client usage and satisfaction component of the survey revealed the following:

- The primary reasons for visiting the CDC were to attend a workshop or employment preparation program, to look for a job and to use equipment in the resource centre.

- Over 80% of clients surveyed were very or somewhat satisfied with the various dimensions of the CDC evaluated, which include: helpfulness and friendliness of staff, staff’s knowledge to answer questions, timeliness of service, and the types of resources and books available.

- Almost 68% of clients were very or somewhat satisfied with the location of the CDC and the majority (over 80%) found the building and office with ease.

Some additional comments and suggestions collected include:

- Preference for a more centralized downtown location and/or additional locations in various parts of the city.

- Lack of parking and/or free parking.

- Preference for longer hours of daily operation and/or evening and/or weekend service.

- The need for additional computers, phones and fax machines in the resource centre.

- The need for additional software such as MS Excel and MS PowerPoint on the PCs.

- More signage outside the building.

- Provision of some drinks/beverages (coffee, tea, water fountain/cookers) and/or vending machines.

- Stair access in addition to the elevator.
• Increase of information that is available such as job postings, classifieds, information from colleges/universities and volunteer opportunities.
• More resources/jobs for skilled/experienced.
• Maps of the City of Hamilton posted in the CDC to assist with locating geographically where jobs and other resources are.

Next Steps:
Focus groups with clients will be held to review the report findings and to collect feedback on how best to proceed with some of the findings of the survey.

Employment and Income Support Division is forming a work group to review and develop a plan to address the suggestions provided by clients through this survey. A plan will be developed by this workgroup with the goal of implementation by the last quarter of 2007.

Some recommendations are easily completed such as the posting of a map of the City while others such as the extension of hours will require more extensive planning and resources.

This survey is a first step in reviewing the Career Development Centre and covers only the success of the CDC in terms of meeting client expectations of the services provided. Work to assess the success of the CDC in terms of employment outcomes for clients is an ongoing process. Data is gathered through the Ministry of Community and Social Services’ employment outcome process and locally for each employment initiative. Discussion is underway to hire a policy analyst who will develop a customized manner in which to gather statistics and evaluate the effectiveness of employment programming.

____________________
Joe-Anne Priel
General Manager,
Community Services Department
Career Development Centre (CDC)
Client Satisfaction Survey

Prepared by:
City of Hamilton
Community Services
Social Development and Early Childhood Services Division
Social Development Team
ACKNOWLEDGEMENTS

The creation of this report and the client satisfaction survey upon which it is based, has been a result of the collaborative efforts of both internal staff and external partners. Contributions of time, knowledge, expertise, support and assistance were provided by the following:

City of Hamilton – Community Services Employment & Income Support Branch
   Gillian Hendry, Director
   Jim Boles, Manager, Employment Resources
   Linda Oligmueller, Manager, Employment Supports Program
   Roger Parker, Manager, EP/CP

Career Development Centre Employment Service Clerks

Career Development Centre Advisory Group
   Sharon Marafon
   Cindy McCormack

The Adult Basic Education Association
   Leah Morris, Executive Director
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1.0 BACKGROUND

In June 2003, the Public Health and Community Services Department received approval by Council for the development and implementation of the Career Development Centre (CDC). In March 2005, the CDC became operational on the third floor of 181 Main Street West, a location selected due to the size of the space, access to public transportation, close vicinity to the downtown core and because the building was owned and managed by the Public Health and Community Service’s Housing Division.

The Career Development Centre (CDC) provides a range of on-site resources, programs, and services to help individuals with job search skills, vocational assessment, and training. At the CDC, a number of special programs and services are made available to both the general public and individuals receiving social assistance, including skills workshops, employment search resources, employment placement, and case management. The CDC houses a resource centre that provides job search computers, a library of job search resource books, work tables, photocopiers, telephones, printers, fax machines etc. to visitors to the Centre. Daily newspapers, résumé programs, and access to job bank web sites are also made available to assist clients with job searches. Resource Centre clerks are available to assist job searchers with basic inquiries or to solve technical problems.

The Centre focuses on serving the job seeking community by providing a place where people can find career opportunities and gain skills for successful employment. Another goal of the CDC is to develop with its community partners a consistent and coordinated approach to addressing the wide range of labor market issues in the community.

Hence, it is important to be able to describe the population serviced by the CDC and their satisfaction with issues of accessibility, resources and materials available and the extent to which client expectations are being met at the CDC.

2.0 PURPOSE OF SURVEY

The two main goals of the client satisfaction survey are to:

- Identify and describe the population that comes to the Career Development Centre, with a view to distinguish Ontario Works clients from general public users.
- Provide an assessment of client satisfaction with the Career Development Centre that will support continuous quality improvement and management decision-making at the CDC.
3.0 METHODS

Questionnaire Design

A draft survey questionnaire was developed based on discussions with the Career Development Centre (CDC) management team regarding the objectives and deliverables desired from this project. This draft questionnaire was reviewed by staff representatives from the CDC, the CDC Advisory Group, the Social Planning and Research Council (SPRC) and English literacy consultants from the Adult Basic Education Association for readability and general appropriateness of questions. Minor edits to the questionnaire to improve clarity and readability were made to the draft based on feedback from this group. These edits were mainly document formatting and wording edits.

To increase client confidence in completing the survey, the survey questionnaire was designed to not collect any personal identifier information. A cover sheet detailed the survey’s intent and confirmed to survey participants that the results would in no way impact on their eligibility for programs and services, specifically their Ontario Works benefit.

The draft version was tested in the pilot phase of the survey. The pilot survey was conducted over a period of 9 business days during the month of April 2006. Surveys completed during this pilot phase were collected and the results were analyzed. The pilot results were reviewed in a meeting with CDC management team. Additional edits to wording and formatting were made based on the pilot survey results. An additional question on internet and email usage was also added to the survey.

Upon review of the pilot results, a possible need to conduct follow-up work by way of focus groups or additional surveys was identified. In anticipation of this possible need, a separate form was developed to collect personal information from individuals interested in volunteering to participate in future activities to gather additional feedback about their experiences at the CDC.

The final survey questionnaire and cover letter was printed on three double-sided pages of standard letter sized paper. This was further packaged with a $2 Tim Horton’s coupon which represented a small token of appreciation from the CDC for participation in the survey. A detachable slip that collected personal contact information for future follow-up surveys was also included with the package.

Survey Methods

The purpose of this client survey is to capture demographic and service satisfaction information from all clients that visit and use the Career Development Centre (CDC). All visiting clients were surveyed in hopes of obtaining a sample representative of the Ontario Works (OW), Ontario Disability Support
Program (ODSP), and general public population that use services at the CDC. The questionnaire was distributed to clients entering the CDC through the Resource Centre and also to clients participating in the various workshops and programs offered by the CDC during the survey period.

Front desk staff and workshop facilitators from the CDC were provided with an overview of the survey’s purpose, the details of the survey questionnaire and their role in the project. Front desk clerks were instructed to ask clients walking into the Resource Centre whether they had already completed, or would be willing to complete a survey. Program and workshop facilitators distributed surveys to clients in their sessions. Both methods would allow clients to work on the survey during their visit, ask questions of staff if required and anonymously return completed surveys in a sealed box with a small opening that was located near the Centre’s exit.

The process of distributing and collecting surveys by front desk clerks was tested during the pilot phase and found to be successful; hence no modifications to this process were made.

**Sample Size Derivation**

Prior to conducting the actual survey, it is necessary to determine the number of clients or the sample size needed to be surveyed to obtain results that would be reflective of the total client population.

Sample size figures were derived based on program usage statistics obtained from Career Development Centre (CDC) management staff. Estimated sample size calculations were made for sampling at specific program and service levels as well as for sampling at an overall program and service use level. See Appendix B.

The target sample size based on the calculations in Appendix B was set at 340 completed surveys which would yield results that have approximately 5% error at a 95% confidence level. This means that the true percent of the population would lie within plus or minus five percent of the result obtained 95% of the time.

A typical survey response rate of 20 to 30% was used to determine the number of surveys required to be printed and distributed to reach the required sample size. A total of 1500 surveys were printed and collated for distribution based on this method.

**Data Analysis**

All survey data was entered and coded into SPSS for analysis. Free text responses or qualitative data was imported and analyzed in NVivo. A separate SPSS data file was developed to house the personal contact information provided by clients willing to participate in follow-up survey or focus group work.

Career Development Centre (CDC)
Client Satisfaction Survey
4.0 RESULTS

Survey Participation

Survey questionnaires were distributed over a period of 20 business days from May 9th, 2006 to June 7th, 2006. A total of 725 questionnaires were handed out to clients visiting the CDC during that period. A total of 543 completed surveys were returned. This translates into a survey return rate of approximately 74.9%. The target sample size of 340 required for a sample with at most 5% error was successfully obtained.

Contact information was provided by 156 clients (approximately 29% of clients who completed a survey). Contact information provided by clients includes name (96.7%), mailing addresses (76.3%), phone numbers (54.5%) and email addresses (56.4%).

Demographics of Clients

Age, Gender, Marital Status

The majority of clients surveyed were between the ages of 25 to 39. There was a fairly even distribution of male and female clients surveyed. Over three-quarters (76.6%) of clients reported being single, with 32.2% of clients being single with children.
Gender

- Male: 48.5%
- Female: 51.5%

Marital Status

- Single – without children: 44.4%
- Single – with children: 32.2%
- Living with partner – with children: 14.3%
- Living with partner – without children: 9.1%
Special Subgroup Populations

Clients were provided with a list of population subgroup categories which they could optionally self identify with. Almost fifteen percent (14.5%) of clients report being immigrants. The majority of immigrant clients (75.9%) have been in Canada for over 2 years. Other subgroups that clients self-identified with include visible minority (13.1%), full time student (6.1%), part-time student (4.6%), aboriginal status (2.9%) and disabled (2.9%).

Education and Training

Over half (57.5%) of clients surveyed reported their highest level of education to be high school or lower than high school. Approximately 22.0% of clients received their highest level of education in another country.

Slightly over a quarter (26.5%) of clients surveyed had completed some other specialized training. Specialized training completed include: accounting and bookkeeping, business administration, first aid or WHMIS, Personal Support Worker (PSW), truck driver, forklift and mechanical and computer software skills.
Employment and Income

The majority (74.3%) of clients surveyed were unemployed. Most unemployed clients had been unemployed for less than 1 year. Thirteen percent (13.2%) of clients were employed part time or in temporary or casual work arrangements. Over seventy percent (72.6%) of clients report receiving some form of financial assistance.
Residency of Clients

The majority (98.1%) of clients reported being residents of the City of Hamilton. Valid postal code information was provided by 70.9% of clients. A mapping of these postal codes shows the distribution of the clients to be clustered in the Central Lower Hamilton (31.4%), South West Lower Hamilton area (19.0%), and the East Lower Mountain area (15.1%).

Most of the clients have resided in the City of Hamilton for more than 2 years (65.7%). Approximately 15.8% of clients have just moved to the city in the past year.
Length of Time Living in Hamilton

- Did not report being resident of the City of Hamilton: 1.9%
- Reported being resident of Hamilton but did not provide length of time living in Hamilton: 10.3%
- Less than 1 month: 1.8%
- 1 month to less than 3 months: 3.7%
- 3 months to less than 6 months: 3.9%
- 6 months to less than 1 year: 6.4%
- 1 year to less than 2 years: 6.3%
- More than 2 years: 65.7%

Career Development Centre (CDC)
Client Satisfaction Survey
The main reasons reported by clients for their visit to the Career Development Centre were to attend a workshop or employment preparation program (19.2%), to look for a job (18.8%) and to use equipment such as the computers, phones, fax machines, etc, (14.2%).

Almost three-quarters (74.2%) of clients reported having previously been to the CDC. Almost half (49.9%) of clients report having used equipment such as the computers, phones, fax machines etc. on a previous visit. Other main reasons for previous visit(s) or services used during previous visit(s) include: to meet with an assessor (24.3%), to use job binders or reading materials (22.7%) and to attend a workshop (20.8%).
Client Satisfaction with Services

Client satisfaction with the CDC was very high with 90.2% of clients being either very or somewhat satisfied with the CDC overall. This high level of satisfaction was reflected steadily throughout the various dimensions of the CDC that were evaluated. Over eighty percent (80.2%) of clients report having somewhat or very easily found what they were looking for on their visit to the CDC. Similar levels of satisfaction were reported in the various dimensions of customer service evaluated where clients reported being either somewhat or very, satisfied with the helpfulness of staff (85.1%), friendliness of staff (84.5%), staff’s knowledge to answer questions (84.1%) and timeliness of service from staff (84.1%).

Almost eighty percent (79.9%) of clients reported having used some of the books or resource materials available in the Resource centre and 79.0% of these clients were very or somewhat satisfied with the types of materials available.

When compared to the above levels of client satisfaction, a slightly lower satisfaction level with the location of the office was reported by clients (69.9% being either somewhat or very satisfied)
with the location). Approximately 8.5% of clients reported having had a somewhat or very difficult time finding the CDC building and 6.6% of clients reported having a somewhat or very difficult time finding the CDC office within the building.

Slightly over eighty percent (80.7%) of clients reported being either somewhat or very satisfied with the hours of operation of the CDC.

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**Helpfulness of Staff**

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Not satisfied at all</th>
<th>Not very satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.3%</td>
<td>1.7%</td>
<td>11.9%</td>
<td>24.9%</td>
<td>60.2%</td>
</tr>
</tbody>
</table>

**Friendliness of Staff**

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Not satisfied at all</th>
<th>Not very satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.1%</td>
<td>1.9%</td>
<td>12.5%</td>
<td>26.7%</td>
<td>57.8%</td>
</tr>
</tbody>
</table>
Staff's Knowledge to Answer Questions

- Not satisfied at all: 1.0%
- Not very satisfied: 2.4%
- Neither satisfied nor dissatisfied: 12.4%
- Somewhat satisfied: 26.3%
- Very satisfied: 57.8%

Timeliness of Service from Staff

- Not satisfied at all: 1.8%
- Not very satisfied: 1.6%
- Neither satisfied nor dissatisfied: 12.5%
- Somewhat satisfied: 28.9%
- Very satisfied: 55.2%

Types of Books/Resources Available

- Not satisfied at all: 1.2%
- Not very satisfied: 3.2%
- Neither satisfied nor dissatisfied: 16.6%
- Somewhat satisfied: 29.1%
- Very satisfied: 49.9%

Career Development Centre (CDC)
Client Satisfaction Survey
Location of Office

- Not satisfied at all: 5.7%
- Not very satisfied: 7.6%
- Neither satisfied nor dissatisfied: 16.9%
- Somewhat satisfied: 22.2%
- Very satisfied: 47.7%

Ease of Finding the CDC Building

- Very difficult: 0.9%
- Somewhat difficult: 7.6%
- Neither easy nor difficult: 11.8%
- Somewhat easy: 19.7%
- Very easy: 60.0%

Ease of Finding the CDC Office in the Building

- Very difficult: 1.1%
- Somewhat difficult: 5.5%
- Neither easy nor difficult: 9.2%
- Somewhat easy: 22.5%
- Very easy: 61.6%
Service Clients Did Not Find on Their Visit

Most clients surveyed reported having found what they were looking for during their visit at the CDC, in fact, many clients commended the CDC for the availability of everything they were looking for. Services that some clients did not find on their visit to the CDC include:

- Refreshments (coffee, tea, water fountain)
- Scanner
- Software on PCs such as MS Excel, MS PowerPoint
- Floppy disk drive (3.5”)
- Map of the city of Hamilton
- Information books for local educational institutions or continuing education programs

Suggestions for Improvement by Clients

The following are some suggestions for improvement of services at the CDC provided by clients:

- Longer hours of daily operation
- Evening and/or weekend service
- Addition of or increase the number of PCs, phones and fax machines
- Availability of software such as MS Excel and MS PowerPoint
- More signage outside the building
- Drinks and beverages (coffee, tea, water fountain/coolers)
- Additional locations across the city
- A more centralized downtown core location
- Availability of parking
- Free parking
- Stair access in addition to elevator
- Additional information availability such as job postings, classifieds, information from colleges/universities, volunteer opportunities

How Clients Found Out About the Career Development Centre

The most common ways reported by clients about how they found out about the Career Development Centre were: by being referred to the CDC by their Ontario works case manager (61.5%), by a friend or relative (18.8%), and by simply walking by the building and seeing the sign (7.6%). Clients also report having found out about the CDC through the Helping Hands Program, Human Resources and Social Development Canada (HRDC), through the Employment Insurance office, and through the telephone directory book.
Computer and Internet Access

Over eighty percent (83.1%) of clients report using a computer to access the internet though only 54.3% of clients have a computer at home. Clients were found to access the internet at various locations with the most common being at the CDC (43.8%), followed by at home (42.0%), at the library (22.7%). Clients also report accessing the internet at other locations (16.2%) which were specified to be at a friend or relative’s house, at an internet café or at community centres.

5.0 Analysis of Ontario Works Clients

A closer look at the data by categorizing clients as either an Ontario Works client or a non Ontario Works client revealed some interesting findings. Although satisfaction levels between the two groups were constant, use of the CDC and a few client characteristics slightly differed between these two groups. Worth noting are the following differences:

- Higher proportion of the female clients were Ontario Works clients
- Higher proportion of the single with children clients were Ontario Works clients
- Higher proportion of the unemployed clients were Ontario Works clients

6.0 Additional Findings

The results from the survey were analyzed and reviewed in a variety of ways. However, due to some of the subgroup populations being very small (i.e. clients who were: immigrants, EI recipients, unsatisfied with services, employed part time, unemployed for various periods of time etc), findings were not significant in most cases. The following are some additional information revealed through the survey data that were worth noting:

- Almost seventy percent (68.8%) of the single with children clients were female; in fact, this number is equivalent to 21.9% of all clients surveyed.
- Single males comprised one-quarter (25.0%) of clients surveyed.
- Half (50.9%) of clients who had university level education received their education in another country.
- The length of unemployment for unemployed persons seemed to increase slightly with age.
- The length of unemployment and the length of time of residency in the City of Hamilton were very similar for those who have been unemployed for less than one year.
- Very few individuals reported receiving financial assistance from Employment Insurance (EI).
- Individuals who had children at home or those with specialized training were more likely to have a computer at home.

- Most Ontario Works Clients found out about the CDC through referral by a caseworker, whereas non-Ontario Works clients were more likely to have found out about the CDC by walking by the building and seeing the sign, thru the internet or through friends and relatives.

7.0 RECOMMENDATIONS

Through the Client Satisfaction Survey, issues and concerns of varying magnitude were surfaced for review or action.

Some of the more simple matters that could more easily be addressed include:

- Install additional software such as MS PowerPoint, MS Excel onto the computers at the resource centre.
- Ensure availability of at least one computer with a floppy 3.5” disk drive.
- Post a map of the City of Hamilton which shows street names, the CDC location, bus routes close to the CDC and parking lots close to the CDC.
- Have pamphlets or information available on local educational institutions or continuing education programs.
- Install water fountain.

Some issues that require more consideration, planning and follow-up investigation include:

- Increase the general community’s awareness of the CDC to increase usage of services by non-Ontario Works clients.
- Provide reimbursement for parking or free parking area for clients during their visits to the CDC.
- Extend hours of operation to include early evening hours and/or weekend hours.
- Investigate the reasons for the low usage of Child Minding services (age of children of clients, awareness of program availability etc.).
- Investigate why there seems to be so many clients that have been unemployed for a relatively short period of time yet not receiving Employment Insurance.
- Investigate the linkage between length of time of unemployment and length of time living in the city of Hamilton.
- Conduct some focus groups with clients who provided contact information to obtain a more in-depth understanding of some of the issues surfaced from the survey results.

8.0 CONCLUSION

Client satisfaction with the Career Development Centre was found to be very high. Clients rated their satisfaction to be consistently high across all the dimensions of service evaluated and in many cases commended the CDC for offering services that were meeting their needs. While the results prompted little change to existing services, the survey did provide good feedback and suggestions for how to further augment the Centre’s services.

The survey also revealed some interesting findings on the demographics of the clientele which help to identify areas of concerns and generate questions for further investigation. This report and all the results from the survey will be disseminated to CDC staff and the CDC Advisory Group for their consideration and to inform program planning and continuous improvement of the CDC. An Implementation Committee will be established to explore and implement the recommendations of this report.
APPENDIX A: QUESTIONNAIRE

We would like to get your feedback about our services.

You do not have to fill out this survey but your answers will help us serve you better.

What you need to know about this survey:

- your answers will not affect being able to use the Career Development Centre (CDC)
- your answers will not affect your Ontario Works (OW) benefits
- it will take 10 minutes to fill in the survey
- your answers will be confidential
- you are not asked to give your name or any personal info
- your answers will not be seen by staff from the CDC
- your answers will be added to all survey answers and put in a report that will be given to the management of CDC

If you decide to fill in this survey please:

- fill out the survey before you leave today
- put your completed survey in the box
- keep the Tim Horton's gift certificate as a thank you for your time

If you decide to not fill in this survey please:

- put the blank survey in the box or return the survey to staff
- keep the Tim Horton's gift certificate as a thank you for your time

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Continued on back
1. What was the main reason you came to the Career Development Centre today? Please check one.

- [ ] To use equipment such as the computers, phones, fax machines etc.
- [ ] To look for a job
- [ ] To get information about careers, the job market and wages
- [ ] To meet with an assessor
- [ ] To meet with an employment development counsellor
- [ ] To attend a workshop or employment preparation program (e.g. Youth Track, Sole Support Program, Access to Opportunity or Skills to Work)
- [ ] To attend an information session (e.g. Getting Started)
- [ ] Other ⇒ Please specify: _____________________________________________________

2. Have you been to the Career Development Centre before?

- [ ] Yes ⇒ If yes, what services did you use during your previous visit(s) to the Career Development Centre? Please check all that may apply.
  - [ ] Used equipment, such as the computers, phones, fax machines, etc
  - [ ] Used job binders, volunteer binders, newspapers, pamphlets, and other reading materials
  - [ ] Met with an assessor
  - [ ] Met with an employment development counsellor
  - [ ] Attended a workshop or employment preparation program (e.g. Youth Track, Sole Support Parent Program, Access to Opportunity or Skills to Work)
  - [ ] Attended an information session (e.g. Getting Started)
  - [ ] Child-minding services
  - [ ] Other ⇒ Please specify: _____________________________________________________

- [ ] No

3. How easy was it for you to find what you wanted at the Career Development Centre today?

- [ ] Very difficult
- [ ] Somewhat difficult
- [ ] Neither easy nor difficult
- [ ] Somewhat easy
- [ ] Very easy
4. Please tell us how satisfied were you today with the following areas by providing us with a score between 1 to 5, with 1 being not satisfied at all, and 5 being very satisfied.

<table>
<thead>
<tr>
<th>Area</th>
<th>Not applicable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness of staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness of staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff’s knowledge to answer your questions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timeliness of service from staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Types of books/resources available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location of the office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of operation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. How easy was it for you to find the Career Development Centre **building**?

- Very difficult
- Somewhat difficult
- Neither easy nor difficult
- Somewhat easy
- Very easy

6. How easy was it for you to find the Career Development Centre **office** once you were in the building?

- Very difficult
- Somewhat difficult
- Neither easy nor difficult
- Somewhat easy
- Very easy

7. **Overall**, how satisfied are you with the Career Development Centre and the services that it provides?

- Not satisfied at all
- Not very satisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied
8. Would you recommend our services to a friend or relative?

☐ Yes
☐ No
☐ Maybe

9. Please tell us if there were any services that you came to the Career Development Centre for that you did not find or receive today?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

10. What could we do to improve the Career Development Centre office and/or our services?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

If you feel comfortable, please share some of the following information about yourself with us.

11. What is your age?

☐ Under 18 years
☐ 18 to 24 years
☐ 25 to 29 years
☐ 30 to 39 years
☐ 40 to 49 years
☐ 50 to 59 years
☐ 60+ years

12. Please indicate your gender : _____________________________

13. Please indicate your marital status?

☐ Single – without children
☐ Single – with children
☐ Living with partner – without children
☐ Living with partner – with children
14. Please indicate the highest level of education you have completed.
   - Less than grade 8
   - Grade 8
   - Some high school
   - High school
   - Trades certificate/diploma
   - College certificate/diploma
   - University certificate/diploma
   - Other ⇒ Please specify: _________________________________________

15. Did you receive your highest level of education in Canada?
   - Yes
   - No

16. Have you completed any other specialized skills training programs? (e.g. PSW, AZ/DZ training, Bookkeeping)
   - Yes ⇒ If yes, please specify: _________________________________________
   - No

17. Are you currently receiving financial assistance?
   - Yes ⇒ If yes, what types of financial assistance are you receiving? Please check all that may apply.
     - Employment Insurance
     - Ontario Works
     - Ontario Disability Support Program
     - Workplace Safety and Insurance Board (WSIB)
   - No

18. What is your current employment status?
   - Employed – part time (less than 20 hours per week)
   - Employed – full time (20 hours or more per week)
   - Employed - temporary/casual work
   - Self-employed
   - Unemployed ⇒ Length of time not working: ______________
   - Other ⇒ Please specify: _________________________________________

19. Are you a resident in the City of Hamilton (includes Ancaster, Dundas, Flamborough, Glanbrook, Hamilton and Stoney Creek)?
   - Yes ⇒ If yes, for how long? ______________
   - No
20. What is your postal code? ______________

21. How did you find out about the Career Development Centre? Please check all that may apply.
   - Referred by Ontario Works case manager
   - Employment agency
   - Radio/Television/Newspaper
   - Flyer/brochure
   - Walked by the building/saw the sign
   - Internet
   - Friend/Relative
   - Other ⇒ Please specify: _________________________________

22. Do you have a computer at home?
   - Yes
   - No

23. Do you use a computer for accessing the internet?
   - Yes ⇒ If yes, where do you usually do this?
     - At home
     - At the Career Development Centre
     - At the library
     - Other ⇒ Please specify: _________________________________
   - No

24. Which, if any, of the following groups do you belong to? Please check all that may apply.
   - Aboriginal
   - Visible Minority
   - Disabled
   - Part time student
   - Full time student
   - Immigrant to Canada ⇒ If so, how many years have you been in Canada? __________

Thank you for taking the time to help us with this survey!
### APPENDIX B: Sample Size Calculations

<table>
<thead>
<tr>
<th>Program</th>
<th>Approximate Number Served</th>
<th>Approximate number served per month</th>
<th>Sample size required (95% Confidence Level)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>3% error</td>
</tr>
<tr>
<td>Sole Support</td>
<td>480 per year</td>
<td>40</td>
<td>39</td>
</tr>
<tr>
<td>Youth Track</td>
<td>450 per year</td>
<td>38</td>
<td>36</td>
</tr>
<tr>
<td>Skills to Work</td>
<td>350-400 per year</td>
<td>31 based on 375 / year</td>
<td>30</td>
</tr>
<tr>
<td>Access to Opportunity</td>
<td>480 per year</td>
<td>40</td>
<td>39</td>
</tr>
<tr>
<td>Resource Centre</td>
<td>40-60/day resources + 52/day PC use</td>
<td>2040 based on total of 102/day and 20 business days in a month</td>
<td>701</td>
</tr>
<tr>
<td>Getting Started Info Sessions</td>
<td>7500</td>
<td>625</td>
<td>394</td>
</tr>
<tr>
<td>Accreditation Project</td>
<td>40-50 per year</td>
<td>4 based on 45 per year</td>
<td>4</td>
</tr>
<tr>
<td>Directed Employment Placement Project</td>
<td>300 per year</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>EAS</td>
<td>60-80 per session every 3 weeks</td>
<td>70 based on 70 participants and 1 session a month</td>
<td>66</td>
</tr>
<tr>
<td>Employment Community Placement</td>
<td>400 EP + 150 CP a year</td>
<td>46</td>
<td>44</td>
</tr>
</tbody>
</table>

**Total Sample Size Required:**

- based on sufficiently sampling from each CDC service/program area 1377 825
- based on simple sample of TOTAL clients using services at the CDC in a month 784 340