

Performance Measurement Instruments

The Career Zone Performance plan was designed not only to measure performance objectives that are fundamental to its own success, but as part of an organization-wide effort to align teams with SFA's overall scorecard. One of the outcomes of this organization-wide effort has been an increase in the number of surveys that are administered to staff.

Therefore careful consideration was given to determine the most effective and least intrusive means of collecting the necessary data. Once all of the stakeholders have confirmed the Performance Plan, the appropriate survey instruments and data collection processes will be developed.

Recommended Measurement Instruments

Semi-Annual Survey of Staff:

In order to ensure that the Career Zone is achieving its mission of providing the learning and career development resources that staff need, it is essential to measure not only staff awareness of the Career Zone service offerings but also whether these offerings continue to meet the needs professional development needs of staff.

It is recommended that the Career Zone begin to collect this data once career and transition counseling, as well as professional development offerings have been available to all staff for a period of six months. Thereafter, the data should be collected every six months to ensure that the Career Zone continues to meet the needs of SFA staff as the organization continues to transform.

However, it is not necessary for this data to be collected through a separate survey. Only a few questions are required and these can be added to the Gallup survey, posted on the Career Zone page on SFA Net, or included in a phone survey of a sample of SFA staff.

Customer Feedback Cards:

Customers will be asked to complete customer feedback cards after receiving service offerings provided by the Career Zone. These cards will include a limited number of questions to identify their reasons for coming to the Career Zone and whether or not the customer was satisfied with his or her experience. This data can then be used to calculate not only an overall satisfaction rating, but also to evaluate the Career Zone's success in meeting the needs of specific customer segments, such as impacted staff.

Follow Up Phone Calls:

Career Zone staff will contact Customers 60-90 days after they complete the customer feedback card to ask whether or not the customer believes that his or her experience has contributed to their own professional development. These follow up phone calls will not only provide valuable feedback to improve customer satisfaction, but will also serve to reinforce the mission of the Career Zone to serve as a resource for professional development.

Informal Feedback Mechanisms:

Career Zone Advisory Group:

Members of the Advisory Group will provide valuable feedback from the stakeholder groups whom they represent to enable the Career Zone to better meet the needs of the organization.

Career Zone Web Site:

A feedback button will be placed prominently on the Career Zone web site to encourage staff to send ideas and comments directly to the staff. All messages will be reviewed by the Career Zone Manager and responded to as appropriate.

Comment Cards:

Comment Cards will be available to Career Zone customers on site to provide feedback at point of service.