

### Career Zone Performance Plan

The Career Zone is envisioned as a central point of access for SFA staff to obtain the learning and career development resources they need to maximize their potential and contribute to the success of SFA.

<b>PERFORMANCE OBJECTIVE</b>  <i>The Targeted Outcomes For Which We Hold Ourselves Accountable</i>	<b>PERFORMANCE MEASUREMENT APPROACH</b>  <i>How We Measure Our Success ...Using What Instruments</i>	<b>PERFORMANCE PLAN</b>  <i>Actions We Take to Make Sure We Achieve Our Targeted Outcomes</i>
<b>CUSTOMER SATISFACTION</b>		
<b>SFA staff are aware of the services that the Career Zone offers and how to access them.</b>	<p><b>Target:</b> 40% of SFA staff understands the purpose of the Career Zone, are knowledgeable about its offerings and know how to access those offerings.</p> <p><b>Rationale:</b> Due to the large number of initiatives competing for SFA staff “share of mind”, the SFA Communications staff has recommended 40% as a conservative target and 50% as a stretch goal.</p> <p><b>Data Collection*:</b></p> <ul style="list-style-type: none"> <li>➤ Semi Annual Staff Survey</li> <li>➤ Career Zone will also solicit continuous feedback through the Career Zone site on SFA Net and a suggestion box located in the Career Zone space</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Career Zone Campaign Plan is designed to build awareness during the rollout phase. The plan includes Road Shows, articles in InStep, a site on SFA Net, flyers and posters.</li> <li>✓ An ongoing marketing campaign will be developed to increase utilization of the Career Zone. The plan will include twice monthly communications, such as InStep articles and flyers, announcing new offerings and celebrating the successes of individuals who have used the Career Zone.</li> </ul>

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<p><b>CUSTOMER SATISFACTION (CONT...)</b></p>		
<p><b>The services offered by the Career Zone meet the individual learning and career development needs of staff.</b></p>	<p><b>Target:</b> XX% of SFA staff who are aware of the Career Zone believe that the Zone’s learning and development offerings meet their needs. (XX% to be determined prior to performance plan implementation)</p> <p><b>Rationale:</b> Since the Career Zone is still in its development stage and comparable “best in business” benchmarks are not available, the appropriate targets cannot be determined at this time.</p> <p>The target outcomes will be established using baseline measurement calculated from customer feedback data and input from the Career Zone Advisory Group.</p> <p><b>Data Collection*:</b></p> <ul style="list-style-type: none"> <li>➤ Semi Annual Staff Survey (same as above)</li> <li>➤ Career Zone will also solicit continuous feedback through the Career Zone site on SFA Net and a suggestion box located in the Career Zone space</li> </ul>	<p>✓ The Career Zone will partner with SFA University to conduct “needs assessment” and focus groups on an annual basis to ensure that Career Zone offerings continue to meet the development needs of SFA staff.</p>

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<b>CUSTOMER SATISFACTION (CONT...)</b>		
<b>Customers of the Career Zone are very satisfied with the level of service received.</b>	<p><b>Targets:</b> On a scale of 1 to 5, with 5 being extremely satisfied, 80% of customers rate the Career Zone a 4 or above.</p> <p>80% of staff would recommend the Career Zone as a professional development resource to a co-worker.</p> <p><b>Rationale:</b> 80% is considered to be a best practice target outcome for customer satisfaction.</p> <p><b>Data Collection*:</b></p> <ul style="list-style-type: none"> <li>➤ Customer Feedback Cards will be completed immediately following the customer's Career Zone experience</li> <li>➤ Career Zone will also solicit continuous feedback through the Career Zone site on SFA Net and a suggestion box located in the Career Zone space</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Career Zone will implement a process for evaluating Customer Feedback Card data on a quarterly basis and use these findings to improve its service delivery on an ongoing basis.</li> </ul>

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<p><b>CUSTOMER SATISFACTION (CONT...)</b></p>		
<p><b>The Career Zone is providing the personalized transition support needed by impacted staff.</b></p>	<p><b>Target:</b> On a scale of 1 to 5, with 5 being extremely satisfied, 80% of customers who indicate that their jobs are impacted rate the Career Zone a 4 or above.</p> <p><b>Rationale:</b> 80% is considered to be a best practice target outcome for customer satisfaction.</p> <p><b>Data Collection*:</b></p> <ul style="list-style-type: none"> <li>➤ Customer Feedback Cards will be completed immediately following the customer's Career Zone experience</li> <li>➤ The Career Zone will also collect informal feedback from impacted staff, their managers and Human Resources following delivery of services</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Career Zone will work with Human Resources to educate HR staff and front line managers to proactively refer impacted staff to the Career Zone.</li> <li>✓ Data specific to the impacted staff customer segment will be evaluated and the necessary improvements will be implemented to ensure that the right service offerings are available to meet these unique needs.</li> </ul>

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<p><b>CUSTOMER SATISFACTION (CONT...)</b></p>		
<p><b>Customers believe that their experience with the Career Zone has helped them to achieve their professional development goals.</b> (Ex.: Staff found “Right Fit” through career counseling or used skills on the job that were gained through training)</p>	<p><b>Target:</b> XX% of staff who have used the Career Zone believe that their CZ experience helped them to find a “right fit” within SFA, improved skills they have used on their job, or enabled them to secure a new job that better fits their strengths. (XX% to be determined prior to performance plan implementation)</p> <p><b>Rationale:</b> Since the Career Zone is still in its development stage and comparable “best in business” benchmarks are not available, the appropriate targets cannot be determined at this time.</p> <p>The target outcomes will be established using baseline measurement calculated from customer feedback data and input from the Career Zone Advisory Group.</p> <p><b>Data Collection*:</b></p> <ul style="list-style-type: none"> <li>➤ 60 to 90 days following experience, Career Zone staff will follow up with customer (via email or phone interview) to collect feedback</li> </ul>	<p>Career Zone staff will be trained to:</p> <ul style="list-style-type: none"> <li>✓ Make sure SFA staff understand the Zone’s approach and underlying philosophy</li> <li>✓ Always ask SFA staff that come to the Zone how they will apply their new skills or use their Zone experiences</li> <li>✓ Encourage staff to use self-assessments to identify their strengths and set goals</li> <li>✓ Be familiar with job competencies as defined by SFA Human Resources</li> <li>✓ Be familiar with learning offerings offered by SFA University</li> <li>✓ Stay attuned to SFA managers’ needs for job talents and specific job-related skills</li> </ul>

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<b>EMPLOYEE SATISFACTION</b>		
<b>The Career Zone promotes employee satisfaction among its own staff.</b>	<b>Target:</b> Career Zone staff score a 3.6 on the Gallup Q12 survey.  <b>Rationale:</b> 3.6 is the SFA Wide target for Employee Satisfaction  <b>Data Collection*:</b> ➤ Routine Gallup Surveys	✓ The Career Zone leadership will adhere to practices as embodied in the Q12 and meet with CZ staff to identify ways to improve the scores.
<b>UNIT COST</b>		
<b>The Career Zone invests its resources in support of its mission in an efficient manner.</b>	<b>Target:</b> The Career Zone operates within or below its allocated budget.  <b>Rationale:</b> Unit cost for the Career Zone has not been calculated during its development stage. Once further data is available, the appropriate targets may be used.  <b>Data Collection*:</b> ➤ Data analysis through Career Zone tracking and Budget Office support	✓ The Career Zone manager will establish both a budget and an appropriate tracking system.

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