**Evidence Standard 4.3**

4.3 Satisfaction of Employers

Initial Programs

Southern Arkansas University – Educational Preparation Provider

**CAEP Standard 4.3: Satisfaction of Employers**

***4.3 Required Component:*** *The provider demonstrates, using measures that result in valid and reliable data and including employment milestones such as promotion and retention, that employers are satisfied with the completers’ preparation for their assigned responsibilities in working with P-12 students.*

**Relationship to Standard**

Employers’ satisfaction with the performance of completers is essential to the EPP’s program design. Knowing the specific aspects of employers’ expectations and how completers are performing in their assigned responsibilities will assist the EPP in assuring quality preparation of candidates. Currently, the EPP gathers information about employer satisfaction through surveys; however, the resulting information has been limited due to low response rates, and validity and reliability were rarely assessed. Therefore, this phase-in plan will address additional methods for ascertaining employer satisfaction.

The EPP will utilize the following procedures to meet Standard 4.3:

* Continue to administer SAU Employer Survey and analyze survey results.
  + Develop trend lines for promotion, retention, and employment trajectory of completers.
  + Ensure at least a 20% Employer Satisfaction Survey return rate.
  + Assess the reliability and validity of all data sources.
* Continue to review the results of the ADE-administered employer survey and compare the ratings of the employers of SAU’s completers to those of employers from other institutions across the state.
  + Develop trend lines as additional years’ data are provided by ADE
* Conduct interviews with focus groups of employers to gather qualitative data to help validate and interpret information from Employer Surveys.

Through the EPP-developed employer survey (*aligned and validated to both the TESS [Danielson] standards and the InTASC standards*), the ADE-provided employer survey results, and the qualitative information gathered through focus group interviews, the EPP can be confident that sufficient data will be collected and available for analysis to meet the needs of Standard 4.3.

**Timeline**

*Academic Year 2016-2017:*

* Administered SAU employer satisfaction surveys [Employer Satisfaction Survey; Quality Assurance Check Employer Survey].
  + The Livetext coordinator provided the data to the IEPC, PEPC, and program/specialty licensure area directors, both aggregated and disaggregated by specialty licensure area. [Employer Survey Results].

*Academic Year 2017-2018:*

* Analyze employer surveys administered by ADE [ADE Employer Survey].
  + The Quality Assurance Coordinator (currently CAEP coordinator) will provide the ADE survey data to the IEPC for review of employers’ responses [ADE Employer Survey Results].
* Continue to administer SAU employer surveys. By doing so, we will ensure that we have reliable data on employer satisfaction if, for whatever reason, ADE data are unavailable or are found to be deficient in supplying needed information.
  + The Ad-hoc Survey Committee reviewed and updated the employer survey in Fall 2018 [Employer Survey and Instructions; Quality Assurance Check Employer Survey].
  + The Survey Committee reviewed current SAU return rates [SAU Survey Return Rate] and the current process for sending out surveys. The Committee then created a plan for achieving a 20% return rate will be implemented when surveys are administered at the end of the 2017-2018 academic year [Minutes Survey]. Below is an outline of the steps that will be implemented: 
    - Take advantage of data collected by ADE, beginning in Fall 2017, that provides employer data for those completers who allow that information to be shared with the EPP. Previously SAU only had access to employer information if it was provided directly to SAU by the completer. With this additional information, the EPP should be able to reach out to more employers than before.
    - Continue to solicit the most current professional and personal emails of employers, as provided by completers who return SAU surveys.
    - The CAEP coordinator will share with the Livetext Coordinator all contact information provided by ADE, and the Livetext coordinator will collect contact information from completer surveys. The Livetext coordinator will then distribute the survey to employers.
    - Once the initial deadline for survey completion has passed (one week), The Livetext Coordinator will note which surveys have been received and also record which bounced back due to outdated email addresses or a lack of employer response. The Livetext coordinator will pass this information on to the AFEL director who will reach out personally to those employers.
    - This plan will be revisited in one year to determine if the response rate did indeed increase. If not, the back-up plan will be to secure gift card incentives for completion. We believe, however, that given our close relationships with local school administrators, the “personal contact” approach should be sufficient.
* Conduct focus group interviews with employers of SAU completers
  + The Educational Renewal Zone (ERZ) director will interview employers, specifically soliciting responses about candidates’ preparation for employment related to the TESS (Danielson) standards and the InTASC standards, as well as their employment trajectory. Focus group questions are available in the addendum [Employer Focus Group Questions; Quality Assurance Check Employer Focus Group] and focus group preliminary data analysis is provided [Employer Focus Group Preliminary Data].
  + Focus group data, both aggregated and disaggregated by licensure area, will be provided to the IEPC, PEPC and program/specialty licensure area directors for analysis during the 2018-2019 academic year. The IEPC will make recommendations to the EPP based on these findings. If necessary, any recommended program changes will go through appropriate academic approval processes.

*Academic Year 2018 – 2019 (and beyond):*

* Continue to administer SAU employer surveys.
  + The Livetext coordinator will provide the data to the IEPC, PEPC and program/specialty licensure area directors, aggregated and disaggregated by specialty licensure area, for analysis during the 2018-2019 academic year.
  + To increase our sample size, employer surveys will be sent out using ADE-provided employer information.
  + Survey return rates will be reported to the IEPC, PEPC, and program/specialty licensure area directors, aggregated and disaggregated by specialty licensure area, for analysis during the 2018-2019 academic year.
  + The return rate plan will be revisited by the IEPC to ensure that response rates remain at or above 20%.
* Continue to analyze employers’ surveys administered by ADE.
  + The CAEP coordinator will provide the survey data to the IEPC and PEPC for review of results from the previous three academic years.
* Conduct focus group interviews with employers of SAU completers
  + The ERZ director will continue to interview employers, specifically soliciting responses about candidates’ preparation for employment as it relates to the TESS (Danielson) standards and the InTASC standards, as well as completers’ employment trajectory.
  + Focus group aggregated data will be provided to the IEPC, PEPC, and program/specialty licensure area directors during the 2019-2020 academic year.
* The IEPC will review data collected from the 2018-2019 academic year, analyze the data, and make recommendations for program changes to the EPP and specific programs. Data collection will include: SAU employer satisfaction surveys, ADE-provided employer surveys, trend data from both surveys, and focus group qualitative data.

**Resources**

The Quality Assurance Coordinator will be provided the equivalent of one course release per semester to collect, organize the data for analysis, and provide it to the appropriate committee chairs. This will result in the hiring of one adjunct (two semesters) at a total cost of $4,200.

The Livetext coordinator will be provided with a stipend of $2,500 a year for coordinating assessment data needs for the College of Education.

The ERZ director will conduct the Employer Focus group during an annual ERZ meeting with local partners. No additional resources will be needed to complete this activity.

**Data Quality**

*Employer Surveys conducted by SAU:*

The Employer Survey [Employer Survey] developed by SAU has been reviewed for quality assurance [Quality Assurance Employer Survey] and is aligned to InTASC, TESS, and (when applicable) CAEP standards. The survey will be administered annually. The Employer Survey will employ methods established by the Survey committee for a high return rate by utilizing ADE-provided completer employer contact information and information provided by completers themselves.

The Livetext coordinator will organize the survey data (aggregated and disaggregated) by program and provide it to the IEPC and program/specialty licensure area directors for analysis. Recommendations will then be provided to the PEPC and EPP. When necessary, program changes will go through the appropriate academic committees for approval.

*Employer Surveys conducted by ADE:*

ADE provides employer surveys that are aligned to TESS and validated by ADE, and provides comparative data across the state. The survey data will be aggregated and disaggregated by program and provided to the IEPC, PEPC, and program/specialty licensure area directors for analysis. Recommendations will then be provided to the EPP. When necessary, program changes will go through the appropriate academic committees for approval.

*Employer Focus Groups by SAU:*

Qualitative data will be collected through focus groups of employers [Employer Focus Group]. The Employer Focus Group questions have already gone through the CAEP quality assurance check [Quality Assurance Check Employer Focus Group]. Interview questions are aligned to the TESS, InTASC, and ISTE standards. Additional queries will address the promotion, retention, and employment trajectory of SAU completers (CAEP standards).

The ERZ director will invite all principals and superintendents from partnering schools to participate in the focus group, providing a reasonable representation across all programs. Since principals and superintendents will already be at the ERZ meeting, they will participate in the focus group at that time. The Quality Assurance Coordinator will organize the data by themes and provide them to the IEPC and program/specialty licensure area directors for analysis. Recommendations about the findings of the focus group will then be provided to the PEPC and EPP, and, when necessary, program changes will go through the appropriate academic committees.