

SATISFACTION OF THE NATIONAL OCCUPATIONAL INFORMATION
COORDINATING COMMITTEE WITH SERVICES PROVIDED BY
THE NOICC TRAINING SUPPORT CENTER AT THE
OKLAHOMA DEPARTMENT OF VOCATIONAL
AND TECHNICAL EDUCATION

By

LAMECIA STILES

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Stillwater, Oklahoma

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Thesis Approved:

Robert Terry

Thesis Adviser

William S. Woods

James P. Key

Thomas C. Collins

Dean of the Graduate College

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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
II. REVIEW OF LITERATURE	7
Background of the NOICC Training Support Center	7
Customer Satisfaction/Dissatisfaction	8
Production and Dissemination of NTSC Products	12
Conducting Successful Conferences and Meetings	14
III. METHODOLOGY	19
Institutional Review Board	19
Objectives of the Study	20
The Population	20
Selection and Development of the Instrument	22
Collection of the Data	23
Analysis of Data	24
IV. PRESENTATION AND ANALYSIS OF DATA	25
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	34
Summary of the Study	35
Introduction	35
Objectives	36
Major Findings	37
Conclusions	39
Recommendations	41
Recommendations for Additional Research	41
BIBLIOGRAPHY	42
APPENDIXES	43
APPENDIX A - Questionnaire	44
APPENDIX B - Institutional Review Board Approval Form	52

LIST OF TABLES

Table	Page
I. Population and Number of Respondents by Division	21
II. Level of Satisfaction of NOICC Staff Members with Product Development Services	27
III. Level of Satisfaction of NOICC Staff Members with Product Dissimination Services	28
IV. Level of Satisfaction of NOICC Staff Members with Product Development Services	31
V. Level of Satisfaction of NOICC Staff Members with Promotional Services	32
VI. Level of Satisfaction of NOICC Staff Members with Conference and Meeting Coordination Services	34
VII. Summary of Levels of Satisfaction of NOICC Staff with Selected aspects of the NOICC Training Support Center	38
VIII. Summary of Levels of Satisfaction of NOICC Staff with the Categories of Services Provided by the NOICC Training Support Center	40

CHAPTER I

INTRODUCTION

The Oklahoma Department of Vocational and Technical Education (ODVTE) is the state agency responsible for setting the pace for Oklahoma's vocational education system. In addition, the ODVTE administers program funds, monitors program quality, and provides technical support as well as professional development opportunities for Oklahoma vocational programs, their teachers, and administrators. Peters (1993) stated that the mission of the ODVTE was to prepare Oklahomans to succeed in the workplace. Furthermore, the ODVTE houses Oklahoma's State Occupational Information Coordinating Committee (SOICC).

The National Occupational Information Coordinating Committee (NOICC) is a Federal interagency coordinating committee that attends to the occupational information needs of vocational education and employment and training program managers and policy makers and the career development needs of youth and adults. Its members represent ten agencies within the U.S. Departments of Labor, Education, Commerce, Defense and Agriculture. NOICC works with State Occupational Information Coordinating Committees (SOICCs), which play a coordinating role at the state level, with members representing state producers and users of occupational, educational and labor market information (NOICC, 1993). About NOICC, it has been stated:

Together NOICC and the SOICCs form a national-state network that provides an infrastructure through which workforce preparation and labor market issues can be addressed and acted

upon in an integrated, coordinated manner. Established by Congress in 1976, NOICC and the SOICCs develop ways to coordinate, integrate and deliver occupational, educational and labor market information that is collected by Federal and state agencies, each of which operates with its own set of categories, definitions and measures of achievement (p. 1).

In order to coordinate the National Occupational Information Coordinating Committee's training programs and conferences on a nationwide basis, a NOICC Training Support Center (NTSC) was initiated. Established in 1988 and currently housed at the Oklahoma Department of Vocational and Technical Education as the result of a competitive grant, NTSC provides training support to the NOICC/SOICC network. The NTSC serves three basic functions in connection with major NOICC programs - 1) product development and dissemination, 2) conference and meeting support, and 3) public information and technical support.

The NTSC produces and disseminates occupational and career information publications and videos through the Oklahoma Department of Vocational and Technical Education. This agency is actively involved in publishing and, therefore, has the publishing resources available to meet NTSC's publishing needs (Meyer, 1994). Meyer (1994) further stated that:

In addition, the NTSC housed at ODVTE has utilized these resources to produce quality documents in a timely fashion.

These resources include an Art Department, Editing and Proofreading Department, Customer Service Department

printing facility, and two warehousing facilities. The functions of these facilities include dissemination, marketing, inventory control, and fund management (p.80).

Furthermore, the NTSC assists in NOICC conference planning and provides logistical support for the National SOICC Conference and other NOICC-supported conferences and training events (NOICC, 1993). The roles of the NTSC in conference planning range from negotiating and working with hotel convention services staff to receiving and processing registration for the meetings.

As an additional service, the NTSC promotes NOICC products and services through a NOICC/SOICC exhibit booth, which is booked at national conferences across the country. Often supplied in a exhibit booth are various promotional pieces that the NTSC has created.

Since the time of being awarded the grant in 1991, the ODVTE/NTSC has performed the duties and task that have been laid out in the NTSC program of work.

Beginning in 1992, leadership of the ODVTE has been participating in a Total Quality Management (TQM) process called "Quality Oklahoma". As a way of embracing the concepts of "Quality Oklahoma" and in an effort to manage and continuously improve the quality of services of the NTSC to their customers, the ODVTE/NTSC felt it was vital to determine the level of satisfaction of the NOICC staff for the services performed by the NTSC.

Statement of the Problem

The problem for this study was that the satisfaction level of the NOICC staff with the services of the NTSC has never been formally addressed. In an effort to ensure that the ODVTE/NTSC was providing the NOICC with a quality program and services, it was felt that it would be of value to determine the satisfaction level of the NOICC staff in respect to each functional area in which the NTSC serves. This information would serve as the basis for determining the effectiveness and impact of the NTSC.

Purpose of the Study

The major purpose of this study was to determine the current satisfaction level of the NOICC professional staff with the Oklahoma Department of Vocational and Technical Education's NOICC Training Support Center.

Objectives of the Study

To accomplish the purpose of the study, the following objectives were established:

1. To determine the level of satisfaction of the NOICC professional staff with the four services of NTSC: Product Development; Product Dissemination; Promotion; and Conference and Meeting Coordination
2. To identify services which may not meet satisfaction expectations of the NOICC staff and to collect suggestions that address those concerns.

3) To determine overall customer satisfaction of the NTSC as perceived by the NOICC.

Assumptions of the Study

For the purpose of the study, the following assumptions were accepted by the researcher:

1. That the respondents indicated honest opinions and/or perceptions.
2. That the instrument administered would elicit accurate responses that would satisfy the objectives of the study.
3. That those surveyed would have as much interest in the data collected as the researcher for the purpose of quality assurance.

Scope of the Study

This study included all eight NOICC professional staff members officed in Washington, D.C. Although involving only those eight staff members, it should be pointed out that they work with other SOICC staffs in all 50 states.

Definitions of Terms Used in the Study

The following definitions are presented as they apply to the study.

Oklahoma Department of Vocational and Technical Education - Also referred to in this study as (ODVTE), or the Department - A multi-faceted educational delivery system that provides visionary leadership to the state's vocational system.

National Occupational Information Coordinating Committee (NOICC) - A federal mandated program designed to coordinate the development and use of occupational and labor market information.

NOICC Training Support Center (NTSC) - A special purpose grant designed to provide NOICC with a coordinated ongoing capacity to support the NOICC/SOICC Network in conference and meeting planning, developing, printing, and disseminating training materials, and providing public information, technical assistance, and training support.

Consultant - Specialist hired to develop training materials, conduct training, or speak at conferences and workshops.

Product Development - The act of taking raw material and transforming it into a finished product. This is usually in the form of printed information.

Product Dissemination - Processes used to distribute materials to the audiences for which they were developed.

Promotion - Techniques used to market materials and services.

Conference and Meeting Coordination - Orchestration of those activities involved in planning and conducting educational conventions.

CHAPTER II

REVIEW OF LITERATURE

The purpose of this chapter is to present a review of literature which the researcher deemed relevant to this study. This review of literature is divided into the following sections: (1) NOICC Training Support Center Described; (2) What Constitutes Customer Satisfaction/Dissatisfaction Described; (3) Methods of Production and Dissemination; (4) Promotion; (5) Conducting Successful Conferences and Meetings; and, (6) Summary.

Background Of The NOICC Training Support Center

The NOICC Training Support Center (NTSC) coordinates the National Occupational Information Coordinating Committee's (NOICC) training programs and conferences on a nationwide basis. Established in 1988 and currently housed at the Oklahoma Department of Vocational and Technical Education (ODVTE), NTSC provides the NOICC/SOICC Network with on-going training capabilities, materials and a pool of experienced trainers and resource persons for its programs and conferences. NTSC serves three basic functions in connection with major NOICC programs - 1) product development and dissemination, 2) conference and meeting support, and 3) public information and technical support (NOICC, 1993).

Customer Satisfaction/Dissatisfaction

According to Harris (1991), "Customer service has become society's buzzword; however, lip service is not enough! One must develop a customer service attitude. Once the belief that customers come first is established in mind and feeling, then the idea comes alive".

Quality service research conducted by the Metropolitan Life Insurance Company and professors from Texas A&M University revealed that significant differences between service and product quality exist (Harris, 1991).

Service reliability is obtained through keeping a service promise. That is, doing unto the customer what you said you would do. Service promises are made in several different ways (Anderson & Zemke, 1991). Two common customer service promises are Personal and Expected Promises.

According to Anderson & Zemke (1991), "The majority of customer service promises come from you. These are promises that you tell a customer, "I'll get right back with you with that information," or "You should expect to receive that package in two weeks". Anderson & Zemke (1991), further state that:

Your customers bring expectations with them to every service transaction. Based on their past experiences with you and with other service providers, customers make assumptions about what you will and won't do for them. Failing to meet a customer expectation, whether you knew about it or not, even whether you helped to shape it or not, has the same impact as breaking any other promise (p.12).

It is common for service professionals to know many of their customer's expectations. However, because service promises are far too important to be left up to guesswork, it is important to ask questions and listen to customers to learn others (Anderson & Kemke, 1991).

To ensure that service promises are kept, they should be managed. Sometimes managing promises means shaping customer expectations to match what feasibly can be done for them. When this is done, the customer perceives that the service they are receiving is reliable (Anderson & Zemke, 1991). When expectations have been agreed upon it is essential that those promises are time-activated. Meaning, a date of completion should be set and actually placed onto whatever activity calendar that the service provided uses to manage promises (Kasbaum, 1992).

According to Anderson & Zemke (1991), "Timeliness has always been important. And today, responsive action -- doing things in a timely fashion -- is even more crucial" (p.15). Companies everywhere cater to time-conscious customers. Their success affects and shapes customers time expectations of other service providers. It is no wonder that customers may be demanding tighter deadlines and faster service than ever before. Customers further expect their service provider to be responsive to those demands (Anderson & Zemke, 1991).

Keeping customer promises in a timely manner may at times appear that everybody wants everything at the same time. However, customers aren't necessarily unhappy with everything less than "right this minute". However, customers do need to know when to expect services or they have the tendency to insist that it should have been done yesterday (Anderson & Kemke, 1991).

Deadlines are essential, but they are created. It is important to be realistic when setting deadlines. It is equally important that they are mutually agreed upon. Once deadlines are established, they become yardsticks by which to measure service satisfaction (Anderson & Kemke, 1991). According to Anderson & Kemke (1991), "Knock Your Socks Off Service results from creating acceptable, realistic expectations of responsiveness for your customers, and then meeting those expectations (p.16)."

Staying in touch with customers is one of the best ways to develop and maintain a service attitude. Knowing everything about the customer is the first step in a successful customer service program. Businesses people who aren't constantly in touch with their customers are not likely to be in tune to their customer needs. Therefore, if one does not know the needs of their customer, it is probable that the customer needs are not being met (Harris, 1991).

Harris (1991), describes a four step approach to getting to know and staying in touch with the customer through: 1) Being a good listener, 2) Getting down into the trenches, 3) Asking the right questions, and 4) Finding out what are the customer alternatives.

One must be a very good listener in order to understand the customer. When listening to the customer, service providers sometimes hear things they don't want to hear. However, those not-so-easy to hear items are sometimes the most important (Harris, 1991). Anderson & Zemke (1991), write:

It's important to listen actively, almost aggressively. To serve your customer well, you need to know as exactly as possible what they want, how they want it, when they want it, what they expect to pay for it, how long they expect to wait, and what else they expect with it. There's no need to guess--and risk

being wrong. Your customer is ready, willing, and able to tell you everything (or almost everything) you need to know (p.54).

Often the best way to listen to customers is through personal interaction. Rubbing shoulders with customers on their turf is a good way of receiving candid feedback. It is important that management is intimately involved in receiving customer feedback through personal contact. It is common for frontline staff to get down into the trenches with customers. However, since customer service starts from the top down, it is essential that management spend some time in the trenches as well (Harris, 1991).

One of the best ways to ensure that the right questions are being asked, is for the service providers to put themselves in the shoes of their customers. In addition, it is beneficial to hold brainstorming sessions with employees to compile a list of questions that need to be answered in respect of customer needs and desires (Harris, 1991).

Repeat business is a good way of judging whether or not the customer is satisfied. Anderson & Zemke (1991), write "The purpose of serving customers well is to convince them to come back again and again (p. 37)." It is important to understand what makes your customer tick to determine the reason they are coming to you for services. One way of determining the expectations of your customers is to be aware of their service alternatives. In other words, where do they go for like services if they don't come to you. Determining the services that competitors give can help a service provider benchmark their own services (Harris, 1991).

A recent Gallup poll identified that customer satisfaction through service quality was the most critical issue that the companies surveyed would concentrate on in the next three years (Harris, 1991). It was further stated:

The company with its ideals grounded in quality and service will understand that it all begins at the top of the organization. Managers at all levels will constantly rub shoulders with their customers to find out what they really think. Managers will be good listeners during customer interactions. More emphasis will be placed on getting to know customers. Daily personal one-on-one encounters will evolve to generate customer feedback on what they will pay, what level of quality they desire, how quickly they need the products or services, and what the competitive alternatives are.

Production and Dissemination of NTSC Products

Dissemination

According to Kindred, Bagin, and Gallagher (1990) some type of communication takes place in all walks of life, effective communication doesn't just happen. It comes from the careful planning of the kind of information that needs to be disseminated, to which audience that is to be reached, and the choice of tools that are most appropriate for the job. In fact, Wall (1981) says "Any dissemination effort or strategy is first and foremost a type of communication process. We must recognize the necessity for interactional relationships and communication between and among multiple agencies, which give rise to the concept of networking" (p.2).

Wall (1981) further states:

Curriculum developers or instructional materials developers are notoriously naive about a usually misunderstand dissemination processes and problems. The result is that it is difficult to assess the impact of either the curriculum package or the dissemination process. Dissemination must be considered during development of materials if meaningful impact measures are to be obtained (p. 4)

Production

Cutlip, Center, and Broom (1985) describe production as the creating of communications using:

multimedia knowledge and skills; including art, photography, and layout for brochures, booklets, reports, institutional advertisements, and periodical publication; recording and editing audio and video tapes; and preparation of audio-visual presentations (p. 64)

Barker (1990) describes seven major categories associated with the production process:

- Finding professional help
- Dealing with typesetters
- Pasting up the boards
- Dealing with hardcovers
- Requesting a quotation
- A paper primer
- The final stages (p. 155)

For every stage of production, the developer has many options according to Barker (1990).

Barker says that one can use any, all, or a mixture of the following alternatives in the

production process:

- Have someone set the type and provide you with galleys, which you will then cut and paste onto boards for shipment to the printing company.
- Have the typesetter prepare and paste up the boards (or reproduction proofs, if you printers prefer it that way).
- Do the whole thing yourself on a computer, using a desktop publishing program.
- Hand your manuscript over to a book production service and let them do everything for you-typesetting, design, layout, etc. (p. 157).

Barker (1990) further described that cost may very well be the determining factor in which combination of these steps are used. Paying a book production service to do everything will cost more than doing parts or all of the production process yourself. However, paying more for experienced hands can many times pay-off in the end.

Conducting Successful Conferences and Meetings

Program Development

PCMA, (1989) states:

There are a number of initial considerations that the program planner(s) must review before the program format and topics can be developed. Foremost among these are the broad

objectives for the organization, the meeting, and the attendees. Is the emphasis on education, or recognition for the organization, company, or participants? Must the meeting be a financial success? What are the expectations of the audience? Evaluation surveys and session attendance reports from previous meetings are the most valuable resources in assessing needs and expectations.

If it is customary to do so, a meeting title and theme is selected before content is developed. Next, outline the desired meeting format, combining an appropriate number of educational hours with social and extracurricular activities. Using this general schedule, work toward developing the specific content and appropriate formats in each topic category (p.66).

Budgeting and Financial Management

A good financial management budgeting and control system sets up an operating framework that monitors all elements of a meeting. If used properly, it allows the meeting planner to:

- Understand where the income is coming from and where it is going
- Identify what percentages of income are being derived from which areas
- Analyze what the organization is spending and where expenditures may be too large
- Determine where there may be flexibility to increase revenues
- Make decisions among many variables in an educated and business-like way

(Donaldson & Scannell, 1990).

Space Use and Set Up Design

It is just as important to select the proper space, equipment, and setup for events as it is to have adequate housing for your participants. A list of available facility services and

equipment is needed early in the planning process, since the availability or lack of required equipment impacts on the overall meeting budget. According to Donaldson and Scannell (1990), "Convention facilities are equipped with the customary items to set up meeting rooms: chairs, tables, tablecloths, lecterns, and platforms. A few hotels (and most conference centers) have their own blackboards, easels, registration counter, and basic AV equipment" (p.34).

Food and Beverage Arrangements

It may be desirable, even necessary, to plan meal and social functions during a meeting. PCMA, (1989) offers the following list to help meeting planners evaluate the needs for such accommodations.

- Facility restaurants may not be able to accommodate all attendees within the time available for meals.
- A refreshment break will help delegates refocus their attention.
- An organized luncheon may increase afternoon session attendance as fewer delegates will leave the building in search of food and diversion.
- More programming opportunities may be desired, necessitating the scheduling of presentations during meal times.
- Some registrants may not be reimbursed for separate banquet and social expenses, but would have no difficulty in having the employer pay an inclusive fee.
- It may be desirable to honor dignitaries in a social setting.
- Special parties may promote meeting attendance.

- Social interaction is important to the learning process and professional growth (p.133).

There are a wide variety of arrangements that can be used to provide food and beverage services. A few of these include: Continental Breakfast, Refreshment Breaks, Luncheons, Banquets, and Receptions. Each of these functions have different planning needs.

Exposition Management

A trade show or exposition held in conjunction with a meeting or convention is a integral part of the meeting, affording opportunities for attendees and exhibiting firms alike to derive important benefits (PCMA, 1989). Expositions can be the largest non-dues revenue-producing activity for the sponsoring organization.

There are no parameters establishing an ideal audience size necessary to support an exhibit program. The following questions can be asked to determine the feasibility of such an offering: 1) Are attendees' interest in the products and services displayed?; 2) Will time be available during the meeting to visit the exhibits?; 3)What is the cost to the exhibitor and to the organization?; 4) Are there competing shows being offered at the same time?

Other Contracted Services

Donaldson & Scannell, (1990) points out that "additional services are frequently required beyond those normally provided by suppliers of major convention services. The meeting environment might be enhance with floral and plant displays, or perhaps a photographer is needed to record special event on film" (p.56). Security may be required, or office furniture and equipment. Since the suppliers of these goods and services are usually regarded as providing secondary support, many planners take a passive role in their selection. However, the arrangements for ancillary services should be undertaken with the same thoroughness

used in other areas of planning. "Good services may go unnoticed, but poor performance can contribute to an unsuccessful meeting" stated PCMA, (1989).

Promotion (mailing list)

Besides content, there are many other issues that should be debated when it comes time to do a direct mail. Some of these include: postage cost, mailing list used, and timing.

Shenson, (1990) states:

The meeting program may be outstanding and efficiently organized, but if those the organization is trying to reach do not know about it, they cannot profit from it. It is vital to determine the objectives before undertaking any marketing program. If the message is not clear, there will be a significant loss in time and money. Is the purpose to generate inquiries, sell a product, educate customers, introduce a service, or increase visibility? Whatever the purpose, define it well.

A brochure or other direct mail piece is the most common promotion tool used. This piece should highlight important speakers and subjects, and inclose details that will both encourage and facilitate participation. Titles should be attention-getting, but not so obscure as to lose the readers.

CHAPTER III

METHODOLOGY

The purpose of this chapter is to describe the methods and procedures used to conduct this study. The purpose of this study was to determine the current satisfaction level of the NOICC staff to ensure that the ODVTE was providing a quality service to NTSC customers.

In order to accomplish the purpose and objectives of this study, it was necessary to comply with behavioral research regulations, to determine the population, and to develop an instrument which would provide the necessary information. A procedure for the collection of data was established, and the methods to be used to analyze the data were chosen. The data for this study were collected during the months of March, April, and May 1994.

Institutional Review Board (IRB)

Federal regulations and Oklahoma State University (OSU) policy require review and approval of all research studies that involve human subjects before investigators can begin their research. The Oklahoma State University Research Services and the IRB conduct this review to protect the rights and welfare of human subjects involved in biomedical and behavioral research. In compliance with the aforementioned policy, this study received the proper surveillance and was granted permission to continue.

Furthermore, this research was assigned the following research project number: AG-94-015. A copy of the IRB approval form appears in Appendix B.

Objectives of the Study

To accomplish the purpose of the study, the following objectives were established.

- 1) To determine the level of satisfaction as perceived by the NOICC staff as they relate to the four services of NTSC: Product Development; Product Dissemination; Promotion, and Conference and Meeting Coordination.
- 2) To identify program services which may not meet satisfaction expectations of the NOICC staff and collect suggestions to address those concerns.
- 3) To determine overall customer satisfaction of the NTSC as perceived by the NOICC.

The Population

The population of this study consisted of all professional staff members at the NOICC. The population was selected because they are the primary customers of the NTSC. In addition, the NOICC staff are involved on a first hand daily basis with the activities of the NTSC.

Table I indicates the total population of this study. Of eight professional NOICC staff members surveyed, 7 (87.5%) responded.

TABLE I
POPULATION AND NUMBER OF RESPONDENTS BY DIVISION

Division	Number of Staff	Percentage	Number of Respondents	Percentage of Respondents
Occupational Information	4	50	4	57.14
Career Information	3	37.5	3	42.86
Administration	1	12.5	0	0
Total	8	100.0	7	100.0

Selection and Development of the Instrument

In the preparation of the instrument to meet the objectives of the study, the first step was to review and evaluate the instruments used in related studies.

After analyzing various methods of data gathering, the mailed questionnaire was determined to be the most appropriate to meet the study objectives. Other methods of data gathering which were considered included the personal interview and the telephone survey methods; however, it was determined the questionnaire would be most appropriate for this effort.

The first step in the preparation of the questionnaire was to compile a list of general questions that were relevant to the duties performed by the NTSC. Some of these questions were derived to a limited extent. Others were the result of requested question submissions from the staff at the NTSC. Finally, still others were formulated by the researcher.

After completion of the list of questions to be used in the questionnaire, the next step was to make necessary revisions and test the applicability, understandability, and continuity of the questions. The instrument was then given to a Research staff member of the ODVTE to review. Upon completion of his review, additional revisions were deemed to be appropriate. After a number of revision were made, the instrument was then given to the NTSC staff and the Assistant State Director of the ODVTE for further review.

Finally, the researcher strengthened the questionnaire, based on comments and suggestions for revisions, and then concluded the questionnaire was ready to be administered.

In an effort to gather data concerning the satisfaction of the NOICC staff with the services of the NTSC, the questionnaire was arranged into sections based on the projects of the NTSC. In its final form, most of the questions on the questionnaire utilized a five-point "Likert-type" scale to measure satisfaction followed by open-ended questions which were designed to obtain qualitative responses.

The final form of this questionnaire may be found in Appendix B.

Collection of Data

After final revisions were made, the instrument was mailed to each of the NOICC professional staff on March 11, 1994. Included with the questionnaire was a cover letter (See Appendix B) which requested the staff members' cooperation, explained the nature of the research, and assured them of their anonymity. A follow-up phone call, encouraging those who had not yet returned the initial instrument to respond, was made on April 11, 1994. On May 11, 1994 a follow-up letter was mailed out that repeated the purpose of the survey and the importance of their input. As a result of these efforts, all but one member of the population responded.

Analysis of Data

Data from the questionnaire were analyzed utilizing descriptive statistics. It is

important to point out that frequency distribution includes numbers and percentages. In addition, mean scores were used to interpret the data.

The primary use of descriptive statistics is to describe information or data through the use of numbers. The characteristics of groups of numbers representing information or data are called descriptive statistics. Descriptive statistics are used to describe groups of numerical data such as test scores, number of hours of instruction, or the number of students enrolled in a particular course (Key, 1981, p. 126).

Statistical manipulation of the data collected from the questionnaire was completed by the Research division of the ODVTE. Since the population was small, the data was analyzed by using a calculator and the information was compiled into a WordPerfect document.

Certain analysis procedures were selected in order to establish a meaningful basis for interpretation of the mean responses reported from questions involving a Likert-type scale. The response categories in each of these areas were assigned the following numerical values: Strongly Dissatisfied=1; Dissatisfied=2; Neutral=3; Satisfied=4; and Strongly Satisfied=5. These values were multiplied by the number of responses each category drew and these products were summed to ascertain the cumulative response to each item investigated. Then, these cumulative responses were divided by the number of respondents for each to yield a mean response. To interpret these numerical mean responses, a scale of real limits was established. Real limits were set at 1.49 and below for Strongly Dissatisfied, 1.50 to 2.49 for Dissatisfied, 2.50 to 3.49 for Neutral, 3.50 to 4.49 for Satisfied, and 4.50 to 5.0 for Strongly Satisfied.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

The purpose of this chapter is to report the results from the mailed questionnaire used to conduct the study. The purpose of the study was to determine the current satisfaction level of the NOICC staff with the quality of service they were receiving as customers of the NTSC.

The scope of this study included all eight professional NOICC staff members. Of the eight staff members surveyed, seven (86 percent) responded to the mailed questionnaire.

As explained in the previous chapter, the information obtained from the instrument was analyzed based on a five-point "Likert-type" scale. Each of the tables included in this chapter contain the numbers and percentages of responses to each of the categories of the scale. The abbreviations used for the categories in the tables are as follows: Strongly Satisfied - SS; Satisfied -S; Neutral -N; Dissatisfied - D; and Strongly Dissatisfied -DS. In some instances, there were non responses to items. These are summarized in the tables under the column, NR. Also presented in each table is the cumulative response which was obtained via the procedure described in Chapter III. From these were calculated the Mean Level of Satisfaction which includes both the numerical and categorical mean for each item.

Table II was developed in order to summarize the levels of satisfaction expressed by NOICC staff with regard to selected factors associated with NTSC staff members. All seven of the respondents indicated they were Strongly Satisfied with the courtesy and respect they received from NTSC staff. With respect to both assistance received from NTSC and quality of services received from NTSC, NOICC respondents' ratings averaged 4.86 or Strongly Satisfied and only one staffer in each case responded at the Satisfied level. With respect to quality of services one respondent commented, "Quality from writing/editing less than top quality, things changed back after approved." Response time to requests was also rated as Strongly Satisfied as indicated by the 4.67 mean. On this item, one NOICC staff member did not respond. For this area of comparison, it was found that respondents expressed a Strongly Satisfied overall. This was indicated by the overall mean value of 4.85.

As another area of the investigation, respondents were asked to list specific circumstances in which they had not been pleased with the efficiency of the NTSC. The following two inputs were received: "Can't think of any. If I need help, NTSC staff always figured out how!" and "Word processing/data entry appears less than efficient."

The length of time required for staff to respond to requests was also investigated. Five of the respondents indicated they had been assisted in less than one week. One more responded that they had been responded to in less than one week or between two and three depending on the request. Another responded that response time depended on the request and that things involving word processing are slower.

Table III contains the summary of respondents satisfaction level with the Product Dissemination Services of the NTSC. Out of the seven NOICC staff members that

TABLE II
LEVEL OF SATISFACTION OF NOICC STAFF MEMBERS WITH
PRODUCT DEVELOPMENT SERVICES

Comparison Factor	<u>Distributions by Level of Satisfaction</u>												Cumulative Response	Mean Level of Satisfaction
	SS		S		N		D		SD		NR			
	N	%	N	%	N	%	N	%	N	%	N	%		
Coordination with Contractors	1	14	2	29	2	29					2	29	19	3.20 Neutral
Consultant Reimbursement	1	14	5	71							1	14	25	4.17 Satisfactory
Work from the Art Department	2	29	4	57	1	14							29	4.19 Satisfied
Turn Around Time of Printed Items	1	14	4	57	1	14	1	14					18	3.71 Satisfied
														3.96 Satisfied

TABLE III
LEVEL OF SATISFACTION OF NOICC STAFF MEMBERS WITH
PRODUCT DISSIMINATION SERVICES

Comparison Factor	<u>Distributions by Level of Satisfaction</u>												Cumulative Response	Mean Level of Satisfaction	
	SS		S		N		D		SD		NR				
	N	%	N	%	N	%	N	%	N	%	N	%			
Programs and Brochures	3	42.9	3	42.8	1	14.3							30	4.29 Satisfied	
Current Procedures	2	28.6	1	14.3	1	14.3	1	14.3				2	28.6	19	3.80 Satisfied
Response Time	2	28.6	2	28.6	2	28.5						1	14.3	24	4.00 Satisfied
NOICC Supply of Materials	3	42.9	3	42.8								1	14.3	27	4.50 Strongly Satisfied
OVERALL															4.17 Satisfied

responded to the question concerning programs and brochures, three members expressed that they were Strongly Satisfied and an equal number expressed that they were Satisfied. Only one NOICC staff member expressed a Neutral. The NOICC staff was Satisfied with program and brochure dissemination as indicated by the 4.29 mean.

NOICC staff members responded that they were Satisfied on the average with the current procedures used for product development as indicated by a 3.8 mean. For this variable, two staffers indicated that they were Strongly Satisfied while of the other three that responded one each selected Satisfied, Neutral, and Dissatisfied. On a separate but related point, the group was asked how familiar they were with current dissemination procedures. One (14.3%) NOICC staff member responded as being very familiar, while three (42.9 %) responded as feeling neutral and two (28.6%) indicated they were not familiar with the current practices.

In regard to response time satisfaction, a mean of 4.0 showed that six NOICC staff members were Satisfied on the average. Of the six, two each responded that they were Strongly Satisfied, Satisfied, and Neutral.

As for the NOICC staff's satisfaction with their supply of materials from the NTSC, staffers indicated that they were Satisfied as shown by the mean of 4.50. Three of the six indicated that they were Strongly Satisfied and three that were Satisfied.

NOICC staff members were also asked to make suggestions for ensuring that they have a good supply of NTSC materials on hand for filling request without incurring an overnight parcel expense. The following were their suggestions: "Monthly inventory of stock at NOICC", "Get NOICC to have a person to keep track of on-hand items and distribution"; "Need quarterly inventory review of NOICC"; "I don't, we need them, when

we need them. Meetings presentations, visitors are always coming up; request for Fact Sheets are responded to daily."

The level of NOICC staff satisfaction with Production Development Services of the NTSC is recorded in Table IV. An overall mean of 3.96 indicated that the staff was Satisfied with the services that they were receiving in this area. For the service, coordination with contractors, one NOICC staff member indicated being Strongly Satisfied, with two staffers responding that they were Satisfied and two others responding that they were Neutral.

Consultant reimbursement satisfaction received a Strongly Satisfied by one staffer with the other five respondents indicating they were Satisfied, two NOICC staff members responded that they were Strongly Satisfied with the work from the art department while four others indicated that they were only Satisfied. The remaining staff member expressed a Neutral.

Turn around time of printed projects was also rated. One staff member responded Strongly Satisfied and four responded that they were Satisfied. One each of the other two respondents indicated that they were respectively Neutral and Dissatisfied.

The mean response to each of the factors compared in Table IV was found to be satisfied. The respective mean responses to the four factors just discussed were 3.80, 4.17, 4.19, and 3.71.

Table V refers to the question asked about the area of Promotion Services concerning the bulletin development. Overall, the NOICC staff responded that they were Strongly Satisfied as indicated with the 4.57 mean. Of these six respondents, five indicated that they were Strongly Satisfied with one being Satisfied. The other neutral.

TABLE IV

LEVEL OF SATISFACTION OF NOICC STAFF MEMBERS WITH
PRODUCT DEVELOPMENT SERVICES

Comparison Factor	<u>Distributions by Level of Satisfaction</u>												Cumulative Response	Mean Level of Satisfaction
	SS		S		N		D		SD		NR			
	N	%	N	%	N	%	N	%	N	%	N	%		
Coordination with Contractors	1	14.3	2	28.6	2	28.6					2	28.6	19	3.80 Satisfied
Consultant Reimbursement	1	14.3	5	71.4							1	14.3	25	4.17 Satisfied
Work from the Art Department	2	28.6	4	57.1	1	14.3							29	4.19 Satisfied
Turn Around Time of Printed Items	1	14.3	4	57.1	1	14.3	1	14.3					18	3.71 Satisfied
OVERALL														3.96 Satisfied

TABLE V

LEVEL OF SATISFACTION OF NOICC STAFF MEMBER WITH
PROMOTION SERVICES

Comparison Factor	<u>Distributions by Level of Satisfaction</u>												Cumulative Response	Mean Level of Satisfaction
	SS		S		N		D		SD		NR			
	N	%	N	%	N	%	N	%	N	%	N	%		
Bulletin Development	5	71.4	1	14.3	1	14.3							42	4.57 Strongly Satisfied

Table VI contains the patterns of response as to the degree of satisfaction of NOICC staff with NTSC Conference and Meeting Coordination Services. Overall, the staff responded that they were Strongly Satisfied as indicated with an 4.5 mean. With respect to the individual services included in this area, the registration process received the highest satisfaction rating, 4.86, or Strongly Satisfied. All but one of the respondents assigned this rating to this item.

Programs and brochures and catering services were rated next highest, each receiving a mean response of 4.83, Strongly Satisfied. In each case, five respondents selected the Strongly Satisfied rating, with one selecting satisfied in each instance.

A mean response of 4.67, also Strongly Satisfied, was calculated for AV set-up.

Receiving 4.50, Strongly Satisfied designations were the services of host state coordination and meeting room set-up. For the former, four respondents (57.1%) chose Strongly Satisfied, and one each (14.3%) opted for Satisfied and Neutral. For the latter, three each (42.8%) selected the strongly satisfied and satisfied ratings.

Volunteer coordination, photography services and organization of mailing lists were received mean ratings of Satisfied as determined from the respective mean responses of 4.17, 4.00, and 3.75

TABLE VI

LEVEL OF SATISFACTION OF NOICC STAFF MEMBERS WITH
CONFERENCE AND MEETING COORDINATION SERVICES

Comparison Factor	<u>Distributions by Level of Satisfaction</u>												Cumulative Response	Mean Level of Satisfaction
	SS		S		N		D		SD		NR			
	N	%	N	%	N	%	N	%	N	%	N	%		
Organization of Mailing list	0		3	42.8	1	14.3					3	42.8	15	3.75 Satisfied
Programs and Brochure	5	71.4	1	14.3							1	14.3	29	4.83 Strongly Satisfied
Registration Process	6	85.7	1	14.3									34	4.86 Strongly Satisfied
Host State Coordination	4	57.1	1	14.3	1	14.3					1	14.3	27	4.50 Strongly Satisfied
Volunteer Coordination	3	42.8	1	14.3	2	28.6					1	14.3	22	4.17 Satisfied
Meeting Room Set-Up	3	42.8	3	42.8							1	14.3	27	4.5 Strongly Satisfied
AV Set-Up	4	57.1	2	28.6							1	14.3	28	4.67 Strongly Satisfied
Catering Services	5	71.4	1	14.3							1	14.3	29	4.83 Strongly Satisfied
Photography Services	3	42.8	1	14.3	14.3	1	14.3				2	28.6	20	4.0 Satisfied
OVERALL														4.5 Satisfied

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of this chapter is to present an overall summary of the study, including the findings. Additionally, certain conclusions derived from interpretations of the findings are listed. Finally, a set of recommendations are included.

SUMMARY

Introduction

The National Occupational Information Coordinating Committee (NOICC) is a Federal agency which attends to the occupational information needs of vocational education and employee training managers and policy makers and the career development needs of youth and adults. In an effort to coordinate NOICC training programs and conference on a national basis, a NOICC Training Support Center (NTSC) was initiated. As a result of a competitive grant process, this center was located in Oklahoma in 1991. Since the time of its establishment, the level of satisfaction of the NOICC staff with the services being provided by NTSC had not been formally addressed and, therefore, the effectiveness and impact of NTSC efforts were unknown.

Purpose

To accomplish the purpose of the study, the following objectives were established.

- 1) To determine the level of satisfaction as perceived by the NOICC staff as they relate to the four services of NTSC: Product Development; Product Dissemination; Promotion, and Conference and Meeting Coordination.
- 2) To identify program services which may not meet satisfaction expectations of the NOICC staff and collect suggestions to address those concerns.
- 3) To determine overall customer satisfaction of the NTSC as perceived by the NOICC.

Objectives

In order to accomplish the purpose of this study, the following specific objectives were formulated: Product Development; Product Dissemination; Promotion; and Conference and Meeting Coordination.

Procedures

A survey was conducted with the NOICC professional staff members concerning their level of satisfaction with the services provided by the NTSC.

The instrument was developed by the researcher based on a related study and the researchers background with the NTSC. This instrument asked staffers to indicate their level of satisfaction with the services provided by the NTSC. Most of the questions on the questionnaire utilized a five-point "Likert-type" scale to measure satisfaction.

Furthermore, the instrument also asked the respondents to list suggestions and comments

where appropriate to obtain qualitative responses. The response categories in each of these areas were assigned the following numerical values: Strongly Dissatisfied=1; Dissatisfied=2; Neutral=3; Satisfied=4; and Strongly Satisfied=5.

Major Findings

Table VII was developed to provide an overall summary of the findings of the study with regard to the selected aspects of the NOICC Training Support Center. The services/factors which appear in the table are presented in order according to the values of the mean levels of satisfaction.

As illustrated in the table, the courtesy and respect from NTSC staff received a perfect 5.00, Strongly Satisfied assessment. Others with which respondents were Strongly Satisfied were: Assistance from NTSC staff; quality of services from NTSC staff; and conference registration process. Each of these received a 4.86 mean response. Rated at 4.83, Strongly Satisfied, were conference programs and brochures and catering services. Response time to questions, AV set-up, bulletin development, NOICC's supply of materials, host state coordination and meeting room set-up were all also given a Strongly Satisfied assessment on the basis of respective mean ratings of 4.67, 4.67, 4.57, 4.50, 4.50, and 4.50.

Respondents indicated they were Satisfied with all of the remaining factors/services included in the table. Disseminated programs and brochures received a mean rating of 4.29. Work from the art department, consultant reimbursement and volunteer coordination received respective means of 4.19, 4.17, and 4.17. Response time and photography services each had mean scores of 4.00. Mean values of 3.80 were

TABLE VII
 SUMMARY OF LEVELS OF SATISFACTION OF NOICC STAFF
 WITH SELECTED ASPECTS OF THE NOICC
 TRAINING SUPPORT CENTER

Categories	Mean Level of Satisfaction
Courtesy and Respect from NTSC Staff	5.00 Strongly Satisfied
Assistance from NTSC Staff	4.86 Strongly Satisfied
Quality of Services from NTSC Staff	4.86 Strongly Satisfied
Conference Registration Process	4.86 Satisfied
Conference Programs and Brochures	4.83 Satisfied
Catering Services	4.83 Satisfied
Response Time to Questions	4.67 Satisfied
AV Set-Up	4.67 Satisfied
Bulletin Development	4.57 Satisfied
NOICC's Supply of Materials	4.50 Satisfied
Host State Coordination	4.50 Satisfied
Meeting Room Set-Up	4.50 Satisfied
Disseminated Programs and Brochures	4.29 Satisfied
Work from the Art Department	4.19 Satisfied
Consultant Reimbursement	4.17 Satisfied
Volunteer Coordination	4.17 Satisfied
Response Time	4.00 Satisfied
Photography Services	4.00 Satisfied
Current Procedures of Dissemination	3.80 Satisfied
Coordination with Contractors	3.80 Satisfied
Organization of the Mailing List	3.75 Satisfied
Turn Around Time of Printed Items	3.71 Satisfied

calculated for current procedures of dissemination and coordination with contractors. Organization of the mailing list was rated at 3.75, while turn around time of printed items received a mean of 3.71.

Table VIII was developed to provide an overall summary of the findings of the study with regard to the levels of satisfaction of NOICC staff with categories of services provided by the NTSC. The categories which appear in the table are also presented in order according to values of the mean levels of satisfaction.

As indicated in the table the NOICC staff was Strongly Satisfied with the NTSC staff rated 4.85, promotion services rated 4.57, and conference and meeting coordination services which was rated 4.50. Product dissemination services received a 4.17, Satisfied while product development also was rated Satisfied with a mean of 3.96.

Conclusions

Based on the analysis of data and subsequent finding from completed surveys of the professional NOICC staff, it was concluded that:

1. NOICC is pleased with the staff of the NTSC and the services that they provide.
2. The courtesy and respect that the NTSC shows its NOICC customers is recognized as their strongest aspect.
3. The "people" type of services that the NTSC provides are better than the "product" services.
4. NOICC is more satisfied by the services produced by NTSC staff members as apposed to those services that include others to perform the task.
5. NOICC is least satisfied with the product development services than any other services that the NTSC provides.

TABLE VIII

SUMMARY OF LEVELS OF SATISFACTION OF NOICC STAFF
WITH CATEGORIES OF SERVICES PROVIDED BY
THE NOICC TRAINING SUPPORT CENTER

Categories	Mean Level of Satisfaction
NTSC Staff	4.85 Strongly Satisfied
NTSC Promotion Services	4.57 Strongly Satisfied
Conference and Meeting Coordination Services	4.50 Strongly Satisfied
Product Dissemination Services	4.17 Satisfied
Product Development	3.96 Satisfied

Recommendations

1. If the NOICC Training Support Center would like to strive to produce services that strongly satisfy their NOICC customers, it is recommended that each service that did not receive such a rating, be evaluated to see what changes could be made to improve how that service is received. Since NOICC is the customer which the NTSC is wanting to please, it is also recommended that the NOICC staff be included in developing new processes to deliver services.

2. It is recommended that the NTSC and NOICC staffs devise a process for communicating ideas that would enhance the services provided by the NTSC.

3. Since some of the NOICC staff members were not familiar with each of the NTSC services, it is recommended that an educational program be developed to communicate the processes and services the NOICC staff.

Recommendations for Additional Research

1. It is recommended that this same study or one similar be conducted each year or when there has been a significant change in staff to determine up-to-date satisfaction levels of the NOICC staff for the various projects performed by the NTSC.

2. It is recommended that a study be conducted to determine the satisfaction level of all the SOICC directors who are the other primary customers of the NTSC. That study should address only those topics which are relevant to the SOICCs.

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APPENDIXES

APPENDIX A
QUESTIONNAIRE

NOICC Training Support Center Survey

The questions requesting your degree of satisfaction/dissatisfaction can be answered by circling the letter(s) corresponding to the following scale:

SS = Strongly Satisfied S = Satisfied N = Neutral
D = Dissatisfied SD = Strongly Dissatisfied

Please write or circle NA (Not Applicable) whenever a question does not apply to you/your work and, continue to the next question.

Your suggestions and comments are essential in our efforts to improve our services to you. Be as specific as possible in your comments/suggestions and, if necessary, continue your response on the back of the page.

1. How satisfied are you with the courtesy and respect you receive from the NTSC staff? SS S N D SD
2. How satisfied are you with the assistance you receive from the NTSC staff? SS S N D SD
3. How satisfied are you with the quality of services you receive from the NTSC? SS S N D SD
4. Please list specific circumstances in which you have not been pleased with the efficiency of the NTSC?

5. How long does it usually take for the NTSC staff to respond to your requests?

- Less than one week
 Between one and two weeks
 Over two weeks
 Not applicable

6. How satisfied are you with the response time to your requests? NA SS S N D SD
7. How familiar are you with the current mailing list?

Fully Familiar Not familiar at all
 5 4 3 2 1

SS = Strongly Satisfied	S = Satisfied	N = Neutral
D = Dissatisfied	SD = Strongly Dissatisfied	NA = Not Applicable

8. How satisfied are you with the organization of the mailing list? What suggestions do you have for making the mailing list more effective?

NA SS S N D SD _____

9. The mailing list is currently updated twice a year. How often should it be updated?

_____ Not Applicable _____ time(s) a year

10. What suggestions do you have for coding miscellaneous people that NOICC request to be added to the mailing list?
- _____
- _____

11. How satisfied are you with conference programs/brochures? What suggestions do you have for gathering the information more effectively?

NA SS S N D SD _____

12. How satisfied are you with the dissemination procedures of programs/brochures? What suggestions do you have for making the dissemination process better?

NA SS S N D SD _____

13. How satisfied are you with the registration procedures the NTSC uses for conferences and workshops? What suggestions do you have to improve the process?
- _____

NA SS S N D SD _____

SS = Strongly Satisfied	S = Satisfied	N = Neutral
D = Dissatisfied	SD = Strongly Dissatisfied	NA = Not Applicable

14. How satisfied are you with host state coordination?

How could this be improved?

NA SS S N D SD

15. How satisfied are you with the volunteer coordination?

What do you suggest to make this coordination more effective?

NA SS S N D SD

16. How satisfied have you been with meeting room setups?

How can the meeting room setups be improved?

NA SS S N D SD

17. How satisfied have you been with AV setups?

How can we improve the AV setups?

NA SS S N D SD

18. How satisfied have you been with catering services?

What suggestions do you have to improve these services?

NA SS S N D SD

19. How satisfied have you been with on-site photography services?

What suggestions do you have to improve the photography services?

NA SS S N D SD

SS = Strongly Satisfied	S = Satisfied	N = Neutral
D = Dissatisfied	SD = Strongly Dissatisfied	NA = Not Applicable

20. Do you like the photo book development?

- Yes
- No
- Not Applicable

21. In your opinion, has the NTSC fulfilled your expectations of providing logistical support for NOICC sponsored conferences and workshops?

- Yes
- No
- Not applicable

22. In your opinion, how effective have the exhibit booths been in promoting the NOICC/ SOICC network?

What suggestions do you have to improve the exhibit boots?

NA Very effective Not effective at all
 0 5 4 3 2 1

23. What type of follow-up do you expect from a exhibit booth showing?

24. How satisfied are you with the NTSC coordination/communication with the Washington, D.C. contractors?

What suggestions do you have to improve the contractor coordination/communication?

NA SS S N D SD

25. What is the degree of your involvement in your project budget discussions?

Participate 100% Do not participate at all
 5 4 3 2 1

SS = Strongly Satisfied	S = Satisfied	N = Neutral
D = Dissatisfied	SD = Strongly Dissatisfied	NA = Not Applicable

26. What suggestions do you have for improving the development and usefulness of project budgets?

27. How familiar are you with the current NTSC consultant reimbursement/payment procedures?

Very Familiar Not familiar at all
 5 4 3 2 1

28. How satisfied are you with the NTSC consultant reimbursement/payment procedures?

How can we improve the current reimbursement/payment procedures?

NA SS S N D SD

29. How satisfied are you with the Bulletin development process?

What suggestions do you have to improve this process?

NA SS S N D SD

30. In your opinion, what are the best months for the Bulletin to be published?

31. How satisfied are you with the quality of art work generated at the NTSC?

Not Appl. Strongly Satisfied Strongly Dissatisfied
 0 5 4 3 2 1

32. How satisfied are you with NTSC graphic support?

What additional graphic support can we provide to make your job easier?

NA SS S N D SD

SS = Strongly Satisfied S = Satisfied N = Neutral
 D = Dissatisfied SD = Strongly Dissatisfied NA = Not Applicable

33. How satisfied are you with the turn-around time of printed projects? What suggestions do you have for reducing the turn-around time of projects?

NA SS S N D SD _____

34. How familiar are you with current product dissemination procedures?

Fully Familiar Not familiar at all

5 4 3 2 1

35. How satisfied are you with the product dissemination procedures? Not Appl. Strongly Satisfied Strongly Dissatisfied

0 5 4 3 2 1

36. How satisfied are you with the response time in filling your orders/requests? 0 5 4 3 2 1

37. How often would you like to be updated on the BAG inventory status of ICDM/ECD?

_____ Once a year

_____ Twice a year

_____ Every quarter

_____ Other, please specify _____

_____ Not Applicable

38. How satisfied are you with NOICC's supply of NTSC materials? Not Appl. Strongly Satisfied Strongly Dissatisfied

0 5 4 3 2 1

39. What suggestions do you have for ensuring that NOICC has plenty of NTSC materials on-hand to fill your request without incurring an overnight parcel expense?

40. What additional types of support could the NTSC be providing to the NOICC/SOICC network?

41. How satisfied are you with the NTSC's Overall performance? Strongly Satisfied Strongly Dissatisfied

5 4 3 2 1

42. Please make any additional comments you wish concerning the performance of the NTSC below.

**Please return completed survey to
LaMecia Stiles-Burden by March 28, 1994.**

Thank You for Your Time and Your Participation

APPENDIX B

INSTITUTIONAL REVIEW BOARD APPROVAL FORM

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 02-04-94

IRB#: AG-94-015

Proposal Title: SATISFACTION OF THE SERVICES PROVIDED BY THE OKLAHOMA DEPARTMENT OF VOCATIONAL-TECHNICAL EDUCATION AS PERCEIVED BY THE NATIONAL OCCUPATIONAL INFORMATION COORDINATING COMMITTEE

Principal Investigator(s): Dr. Eddy Finley, LaMecia Stiles-Burden

Reviewed and Processed as: Exempt

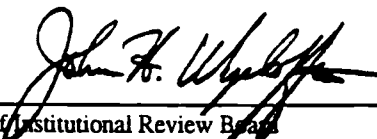
Approval Status Recommended by Reviewer(s): Approved

APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT MEETING.

APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL.
ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for Deferral or Disapproval are as follows:

Signature:



Chair of Institutional Review Board

Date: February 4, 1994

VITA

LaMecia Stiles

Candidate for the Degree of

Master of Science

Thesis: SATISFACTION OF THE NATIONAL OCCUPATIONAL INFORMATION COORDINATING COMMITTEE WITH SERVICES PROVIDED BY THE NOICC TRAINING SUPPORT CENTER AT THE OKLAHOMA DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION

Major field: Agricultural Education

Biographical:

Personal Data: Born in Albuquerque, New Mexico, September 11, 1964, the daughter of Darrell L. and Billie Stiles.

Education: Graduated from Cushing High School, Cushing, Oklahoma, in May 1982; received Bachelor of Science Degree in Agricultural Education from Oklahoma State University in July, 1987; completed requirements for the Master of Science degree at Oklahoma State University in May, 1995.

Professional Experience: Professional Development Consultant, Oklahoma Department of Vocational and Technical Education, September 1994-Present; NOICC Training Support Center Coordinator Oklahoma Department of Vocational and Technical Education, September 1991-September 1994; Career Information Coordinator, Oklahoma Department of Vocational and Technical Education, September 1987-September 1991.