EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210	CLASSIFICATION ACSI
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TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 2-08

TO: ALL STATE WORKFORCE AGENCIES
ALL STATE WORKFORCE LIAISONS

FROM: BRENT R. ORRELL *Brent R. Orrell*
Deputy Assistant Secretary

SUBJECT: Updated Table of Weights for Use in Calculating State-Level American Customer Satisfaction Index (ACSI) Scores for the Participant and Employer Customer Satisfaction Surveys

1. **Purpose**. To provide states with the Program Year (PY) 2007 ACSI Table of Weights, and to alert states to the possibility of new customer survey plans for PY 2008.

2. **References**. Workforce Investment Act of 1998 (WIA), Section 136; WIA Final Rule 20 CFR Part 666; Training and Employment Guidance Letter No. 17-05 ("Common Measures Policy for the Employment and Training Administration's (ETA) Performance Accountability System and Related Performance Issues," February 17, 2006).

3. **Background**. The Department uses the ACSI to meet the customer satisfaction measurement needs of WIA. The ACSI survey approach captures common customer satisfaction information that can be aggregated and compared at different levels. Please refer to the WIA Information Management System data collection package (OMB No. 1205-0420) for information on creating and administering the ACSI at the state level. Specifically, "Guidance on Capturing Customer Satisfaction Results" is found on the ETA Web site at:
http://www.doleta.gov/performance/guidance/WIA/Guidance-Collecting-Customer-Satisfaction-Data-Expires-02282009.doc.

The ACSI is a weighted score computed from the customer responses to a small set of required questions, with the weighted factors based on the relative distribution of ACSI respondent data for non-regulatory Federal

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agencies previously collected, and analyzed by the University of Michigan and the Claes Fornell International Group (CFI). The ACSI trademark is proprietary property of the University of Michigan and CFI. New weighting factors are published annually by the Department.

4. <u>ACSI Table of Weights</u>. Updated weights were calculated for use in PY 2007 by a statistical algorithm in order to minimize random survey variation or measurement errors that exist in all survey data. The weights listed in the attachment are to be used by a state in computing performance on the ACSI for employers and participants and for the Annual Report for PY 2007.

5. <u>Calculating the Department's ACSI scores by using the weights</u>. The weights for the 48 states plus the District of Columbia are attached. The ACSI scores of different states for the Department's services are calculated by the weighted sum of the three ACSI question mean values (measured on 1-10 scales) transformed to 0-100 scale values.

For example, if the mean values of the three ACSI questions for Michigan are:

Overall satisfaction	8.3
Confirmation/disconfirmation of expectations	7.9
Comparison to ideal	7.0

These mean values from raw data must first be transformed to the values on the 0-100 scale. This is done by subtracting 1 from the mean values, dividing the result by 9, which is the value range of the 1 to 10 raw data scale, and multiplying by 100.

0 to 100 Overall Satisfaction = $((8.3 - 1)/9) \times 100 = 81.1$
0 to 100 Confirmation/disconfirmation of expectations = $((7.9-1)/9) \times 100 = 76.7$
0 to 100 Comparison to ideal = $((7.0-1)/9) \times 100 = 66.7$

The ACSI score for Michigan as the weighted sum of these values would be:
$(.3911 \times 81.1) + (.3283 \times 76.7) + (.2806 \times 66.7) = 75.6$ (rounds to 76)

6. <u>Action Required</u>. States shall distribute this guidance to all officials within the state who need such information to implement WIA customer satisfaction measures.

7. <u>Inquiries</u>. Questions concerning this issuance may be directed to the appropriate Regional Office.

8. <u>Attachment</u>. ACSI Formula Weights for PY 2007.

ACSI Formula Weights for PY 2007

State	Satisfaction (SATIS)	Confirm (CONFIRM)	Ideal (IDEAL)
Alabama	0.3921	0.3280	0.2799
Arizona	0.3553	0.3683	0.2764
Arkansas	0.3927	0.3195	0.2878
California	0.3862	0.3321	0.2817
Colorado	0.3908	0.3291	0.2802
Connecticut	0.3955	0.3272	0.2773
Delaware	0.3857	0.3243	0.2901
District of Columbia	0.3900	0.3276	0.2824
Florida	0.4188	0.3325	0.2486
Georgia	0.3935	0.3277	0.2788
Idaho	0.3772	0.3427	0.2801
Illinois	0.3898	0.3307	0.2795
Indiana	0.3893	0.3283	0.2824
Iowa	0.3898	0.3287	0.2815
Kansas	0.3863	0.3382	0.2755
Kentucky	0.3902	0.3285	0.2813
Louisiana	0.3952	0.3250	0.2798
Maine	0.3796	0.3348	0.2856
Maryland	0.3940	0.3317	0.2743
Massachusetts	0.3847	0.3365	0.2788
Michigan	0.3911	0.3283	0.2806
Minnesota	0.3883	0.3371	0.2746
Mississippi	0.3967	0.3218	0.2814
Missouri	0.3942	0.3294	0.2764
Montana	0.3815	0.3393	0.2792
Nebraska	0.3762	0.3460	0.2778
Nevada	0.3878	0.3306	0.2816
New Hampshire	0.3838	0.3319	0.2843
New Jersey	0.3929	0.3286	0.2785
New Mexico	0.3904	0.3309	0.2787
New York	0.3902	0.3298	0.2800
North Carolina	0.4055	0.3201	0.2744
North Dakota	0.3759	0.3126	0.3115
Ohio	0.3962	0.3264	0.2774
Oklahoma	0.3908	0.3320	0.2772
Oregon	0.3856	0.3215	0.2929
Pennsylvania	0.3971	0.3282	0.2747
Rhode Island	0.3719	0.3248	0.3033
South Carolina	0.4047	0.3190	0.2763
South Dakota	0.3921	0.3501	0.2579
Tennessee	0.4076	0.3142	0.2782
Texas	0.3852	0.3309	0.2838
Utah	0.3770	0.3323	0.2906
Vermont	0.3859	0.3435	0.2706
Virginia	0.3916	0.3298	0.2786
Washington	0.3925	0.3308	0.2767
West Virginia	0.3925	0.3248	0.2828
Wisconsin	0.3845	0.3272	0.2883
Wyoming	0.3642	0.3234	0.3125