

<b>EMPLOYMENT AND TRAINING ADMINISTRATION ADVISORY SYSTEM U.S. DEPARTMENT OF LABOR Washington, D.C. 20210</b>	<b>CLASSIFICATION</b> ACSI
	<b>CORRESPONDENCE SYMBOL</b> OWI/DAS
	<b>DATE</b> January 7, 2013

**TRAINING AND EMPLOYMENT GUIDANCE LETTER NO. 12-12**

**TO:** ALL STATE WORKFORCE AGENCIES  
ALL STATE WORKFORCE LIAISONS

**FROM:** JANE OATES /s/  
Assistant Secretary

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

- 1. Purpose.** To provide states with a table of weights for use in calculating Program Year (PY) 2011 Workforce Investment Act customer satisfaction results (See Attachment A). This action will enable states to fulfill statutorily required obligations to collect data and measure customer satisfaction.
- 2. References.** Workforce Investment Act of 1998 (WIA), Section 136; WIA Final Rule 20 CFR Part 666; Training and Employment Guidance Letter (TEGL) 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 of Labor (Department) uses the American Customer Satisfaction Index (ACSI) to meet the customer satisfaction measurement requirements of WIA. The ACSI survey is a weighted approach that captures common customer satisfaction information, which is then aggregated and compared at different levels. Please refer to the WIA Information Management System data collection package (Office of Management and Budget No. 1205-0420) for information on creating and administering the ACSI at the state level. *Guidance on Capturing Customer Satisfaction Results* can be found in Attachment B of this TEGL.

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 agencies previously collected and analyzed by the ACSI, LLC. The ACSI trademark is the proprietary property of ACSI, LLC.

- 4. ACSI Table of Weights.** Weights were calculated by using a statistical algorithm in order to minimize random survey variation or measurement errors that exist in all survey data. The

<b>RESCISSIONS</b> TEGL No. 36-10	<b>EXPIRATION DATE</b> Continuing
--------------------------------------	--------------------------------------

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 2011.

5. **Calculating DOL ACSI scores by using the weights.** Weights for the 50 states plus the District of Columbia are included on the attached table. The ACSI scores of different states for DOL services are calculated by the weighted sum of the three ACSI question means (measured on 1-10 scales) transformed to 0-100 scale values.

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

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

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 value, dividing the result by 9, which is the value range of the 1 to 10 raw data scale, and multiplying by 100.

$$0 \text{ to } 100 \text{ Overall Satisfaction} = ((8.3 - 1)/9) \times 100 = 81.1$$

$$0 \text{ to } 100 \text{ Confirmation/disconfirmation of expectations} = ((7.9-1)/9) \times 100=76.7$$

$$0 \text{ to } 100 \text{ Comparison to ideal} = ((7.0-1)/9) \times 100=66.7$$

Applying the Michigan weights to this example, the ACSI score as the weighted sum of these values would then be:  $(.3913 \times 81.1) + (.3272 \times 76.7) + (.2815 \times 66.7) = 75.63$  (rounds to 76).

6. **Action Required.** States shall distribute this guidance to all officials within the state who need such information to implement WIA customer satisfaction measures. All states must administer customer satisfaction surveys and collect data on customer satisfaction regardless of whether the state has a waiver for Common Measures. The only difference is that states with a waiver for Common Measures are exempted from *reporting* results to ETA.

In addition, states will need to footnote their customer satisfaction survey results in their WIA Annual Report narrative as follows: *the response rate was "X" percent; results are not intended to make any inferences beyond the survey's respondents.*

7. **Inquiries.** Questions concerning this issuance may be directed to the appropriate Regional Office.
8. **Attachment.**

A. ACSI Formula Weights for use in PY 2011.

B. Guidance On Capturing Customer Satisfaction Results