

## **Workforce Development Employer Survey Objectives**

1. Measure employers' knowledge, attitudes, and experiences of the workforce development system
  - a. Present the workforce development "system" as specific topics or services
2. Obtain data about the workforce development services that employers use (both public and private) and the services that employers need, where employers prioritize most needed services
3. Provide an opportunity for employers to articulate concerns about the workforce development system pertaining to candidate preparation and incumbent training
4. Assess the satisfaction level of the workforce development system by *users* and *non-users*
5. Establish metrics that can be tracked over time to help assess future changes to the workforce development system
6. Where possible, use the survey as an opportunity to provide information to regions for the skills bank project