

Market research shows satisfaction with PaMPITO's services

In July and August PaMPITO, assisted by Story Marketing, sought feedback from company managers and trainees on :

- Programmes and qualifications
- Services
- Networks
- Future direction.

Thank you to everyone who participated in the on-line surveys and in-depth interviews. Your time and input is greatly appreciated and, as you will read, a number of your suggestions are already being actioned.

The research included both quantitative and qualitative methods. The quantitative research used two on-line surveys, one for trainees and one for managers and the qualitative research involved in-depth interviews with key client companies. The results of the research have been very useful for PaMPITO. A summary the main feedback and actions taken are outlined below.

PaMPITO's Services

On the whole, PaMPITO's services were much appreciated and well used Training Services Managers (TSMs) visits were warmly received by managers and trainees who appreciated the support they received from them.

There was general satisfaction with administration and enrolment processes, and a strong preference for internal assessment.

Courses received overall satisfaction, although some managers were keen for PaMPITO's TSMs to be more proactive in identifying suitable courses for their employees.

PaMPITO's bi-annual newsletter is widely read and the website is seen as a useful resource for researching qualifications and courses. The new workbooks and on-line training materials were appreciated.

Outcomes

PaMPITO is working on streamlining its services and formalising visits and progress reports so managers are better informed of training progress. The PaMPITO website will also undergo a restructure early next year to improve the information available on it.

Programmes and qualifications

85% of managers and 80% of trainees find PaMPITO's programmes either very good or excellent.

Areas for improvements, however, included:

- programmes being more customised
- PaMPITO working more closely with managers to improve training
- having more formalised training delivery structures to improve training results.

Trainees thought that difficulties in completing programmes were mainly due to their own motivation, lack of support or delays in being assessed.

Suggestions for new programmes included higher tech and computer training programmes, business management, food packaging requirements and recycling waste.

Outcomes

PaMPITO is developing a Training Handbook that will include information on programmes available for people pursuing a career in our industries

PaMPITO's Networks

The Workplace Training Network was seen as useful for developing assessors' and trainers' skills. Most companies supported those wanting to attend and attendees found it a useful way to learn about new training approaches. Feedback on the Women's Network was mixed, with the majority of those attending feeling neutral about it.

Outcomes

The Workplace Training Network will continue to run in its current format, with more emphasis on support for assessors. The Women's Network will be reviewed possibly having just a single annual event.

The future of PaMPITO

All ITOs are being encouraged by the government to consider the possibility of merger. More than half of the respondents in the in-depth interviews were supportive of PaMPITO merging with another ITO and stressed that we should be proactive in pursuing a merger which would suit us rather than being taken over by a larger entity. Concerns related to losing the focus PaMPITO has on its industries, the personal relationship that now exists and the levels of service currently provided.

Outcomes

PaMPITO is considering options for more collaboration with other ITOs.