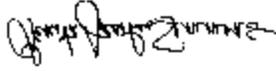


U. S. Department of Labor Employment and Training Administration Washington, D.C. 20210	CLASSIFICATION NAFTA/TAA
	CORRESPONDENCE SYMBOL TET
	DATE May 10, 2000

TRAINING AND EMPLOYMENT INFORMATION NOTICE NO. 19-99

TO : ALL STATE WORKFORCE LIAISONS
 ALL STATE EMPLOYMENT SECURITY AGENCIES
 ALL STATE WORKER ADJUSTMENT LIAISONS
 ALL ONE-STOP CAREER CENTER SYSTEM LEADS

FROM : **LENITA JACOBS-SIMMONS** 
 Deputy Assistant Secretary

SUBJECT : **Distribution of the North American Free Trade Agreement-Trade Adjustment Act (NAFTA-TAA) Customer Satisfaction Measurement and Training Project Package**

1. **Purpose.** To announce the production and distribution of the NAFTA-TAA Customer Satisfaction Measurement and Training Project Package.
2. **Reference.** GAL No. 1-96, Change 1.
3. **Background.** The Employment and Training Administration (ETA) launched a capacity building strategy aimed at increasing the effectiveness of staff in State and local agencies that administer TAA and NAFTA-TAA benefits and training services across the country. ETA continues to support this effort through a variety of projects and activities which are responsive to, and in support of, the States' TAA and NAFTA-TAA service delivery systems and which focus primarily on effective customer satisfaction practices.
4. **NAFTA-TAA Customer Satisfaction Project.** The NAFTA-TAA Customer Satisfaction Measurement and Training Project was developed in partnership with ETA, the North Carolina Employment Security Commission and the Center for Employment Security Education and Research (CESER). The purpose of the project was to determine the nationwide effectiveness of the programs and to gauge the level of satisfaction from the viewpoints of the four target groups (see paragraph below) by establishing a customer satisfaction measurement process.

Input from several focus groups were used to design measurement instruments tailored for each of the target groups: trade-affected workers, program staff, training providers, and employers. The measurement instruments were designed to evaluate

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program staff's knowledge of the TAA and NAFTA-TAA programs; the impact of various program requirements on trade-affected workers; the effectiveness of services delivered by the workforce development system and training providers to trade-affected workers; and the outcome of services for trade-affected workers. The results were compiled into a nationwide survey which addressed areas for program improvements.

Three training curriculum and support materials were developed on using customer survey results to improve service delivery strategies and on methods to increase customer satisfaction. Training sessions on *Teamwork, Using Survey Data, and Tips, Tools and Tactics for Increasing Customer Satisfaction* were delivered to more than 700 State and local staff.

The final piece of the customer satisfaction project is making the NAFTA-TAA Customer Satisfaction Measurement and Training Project Package available to all States. The package includes information on getting started, curricula for all three training sessions, survey instruments, nationwide data summary, CD-ROM of survey results in their entirety, and a videotape of the *Tips, Tools and Tactics for Increasing Customer Satisfaction* training module.

Note: The project package makes reference to the dislocated worker program under Title III of the Job Training Partnership Act (JTPA). It is important to recognize that as of July 1, 2000, the Workforce Investment Act (WIA) will replace JTPA. Dislocated workers, including trade-affected workers, will be able to receive the same services under WIA as those available under JTPA Title III. Therefore, references to JTPA Title III should be considered as being applicable to WIA Title I for purposes of this document.

5. Distribution. Copies of the NAFTA-TAA Customer Satisfaction Measurement and Training Project Package are being provided by the Interstate Conference of Employment Security Agencies, Inc. (ICESA) under separate cover to all State Employment Security Administrators, TAA Coordinators, NAFTA-TAA Coordinators and Dislocated Worker Unit Managers. Copies will also be sent to ETA Regional Offices.

6. Additional Copies. For additional copies of the NAFTA-TAA Customer Satisfaction Measurement and Training Project Package contact Mary Sue Vicker at ICESA on (202) 434-8020.

7. Inquiries. Questions on this TEIN may be directed to the appropriate Regional Office.

8. Separate Cover. NAFTA-TAA Customer Satisfaction Measurement and Training Project Package