FORM

Quality Indicator annual summary report

Learner engagement and employer satisfaction surveys

RTO No.	RTO legal name
1441	Australian College of Commerce and Management Pty Ltd

Section 1   Survey response rates

	Surveys issued (SI)	Surveys received (SR)	% response rates = SR *100 / SI
Learner engagement	1637	285	17.4
Employer satisfaction	905	117	13.1

Trends of response statistics:

- which student/employer cohorts provided high/low response rates
- how did response rates compare with previous years (if applicable)

ACCM achieved an overall 17.4% response rate, with Traineeships continuing to provide the most statisitically significant return among our various learner cohorts. This ratio tracks with our student demographics and historical patterns for survey submissions (as our private students continuing to track around the 10% return mark). Our response rate was slightly lower for Learner Engagement this year at 17.4%), with our Employer Satisfaction responses remaining steady around 13%. The 2020 response rate provides sufficient meaningful feedback to give us a clear picture of the importance of our services and support and the direction we should take going forward to continue to improve.

Section 2   Survey information feedback

What were the expected or unexpected findings from the survey feedback?

The responses from our 2020 survey aligns closely with both our current expectations and past results. With a small upwards trend in most categories, our overall feedback remains in the high 70's for Employers and mid-80's for Students across all categories. This high-level of satisfaction will require on-going management attention to remain at this level, and we will continue to look for new ways to improve our service. In evaluating the ratings and specific feedback, several long-standing themes stand out. Primarily, the proactive support our Student Training Adviser's provide is clearly linked to student satisfaction and positive outcomes. Other common themes include the ability to easily access materials, flexibility of the elective choices, turn-around time for assessment marking and updated course content were routinely recognised.

What does the survey feedback tell you about your organisation's performance?

ACCM's survey results tell us that both our students and employers remain satisfied with the quality and quantity of our support and service. It is very clear the ongoing support our Student Training Advisers deliver is both appreciated and useful to helping our learners achieve their desired outcomes. Comments also show our delivery method and materials meet the flexibility requirements of a diverse workforce in terms of time, access, support and materials. Feedback also shows that we need to maintain our focus to provide clear instructions, updated content and additional learning methods (ie video and a greater range of practical activities) to meet the needs of students in 2021.

Section 3   Improvement actions

What preventive or corrective actions have you implemented in response to the feedback?

Although our results from 2019 and early 2020 surveys were highly rated, they were part of the decision making process to launch a new digital learning platform for 2021.Our feedback confirmed learners require flexibility and relevant/accurate learning materials to reach their desired outcomes. Our planned new digital systems and control processes will be designed to make updates to course and assessment materials, based on industry, client and student feedback, nearly instantaneous. This will allow ACCM to be much more responsive to the needs of our learners, as quality improvements will be available to all learners the moment they are made. Further, based on that same feedback we will break our content up into more manageable sections to help enhance student comprehension and sustained progress. Finally, there is evidence we need to address the differences between desktop and cloud based version of the accounting programs we support, and ensure material reflects ongoing changes to those platforms used across industries.

How will/do you monitor the effectiveness of these actions?

ACCM will continue to monitor the effectiveness of our improvement actions through our formal and informal feedback processes. All Learner and Employer surveys are evaluated as they come in and actioned as a matter
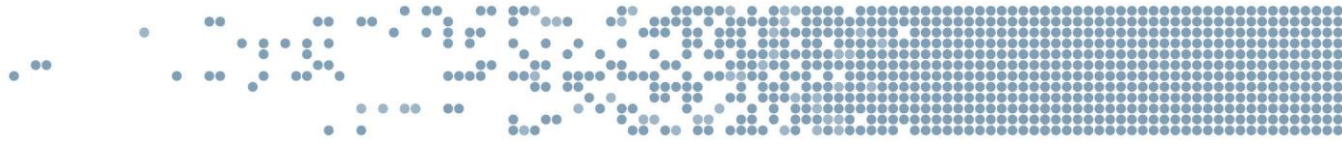
of urgency, as well as evaluated for larger trends and patterns. Following the completion of each Subject in the learner's timetable, learners are also given the opportunity to provide immediate on-line feedback on the learning and assessment materials. During regular student contact our Advisers seek and escalate feedback on the course, the materials and other support areas that allow us to address learner concerns as quickly as possible. These valuable sources of feedback will allow us to remain responsive to the actual needs of our learners.

Summary Report

The Summary Report provides information about the RTO and a snapshot of results for the scales measured by the Learner Questionnaire (LQ) and Employer Questionnaire (EQ).

For each scale, the Summary Report presents information about the:

- count of responses used to calculate the scale score;
- average scale score; and
- variation in scale scores.

Scores are reported on the response scale of 0 to 100, where 0 means 'strongly disagree' and 100 means 'strongly agree'.
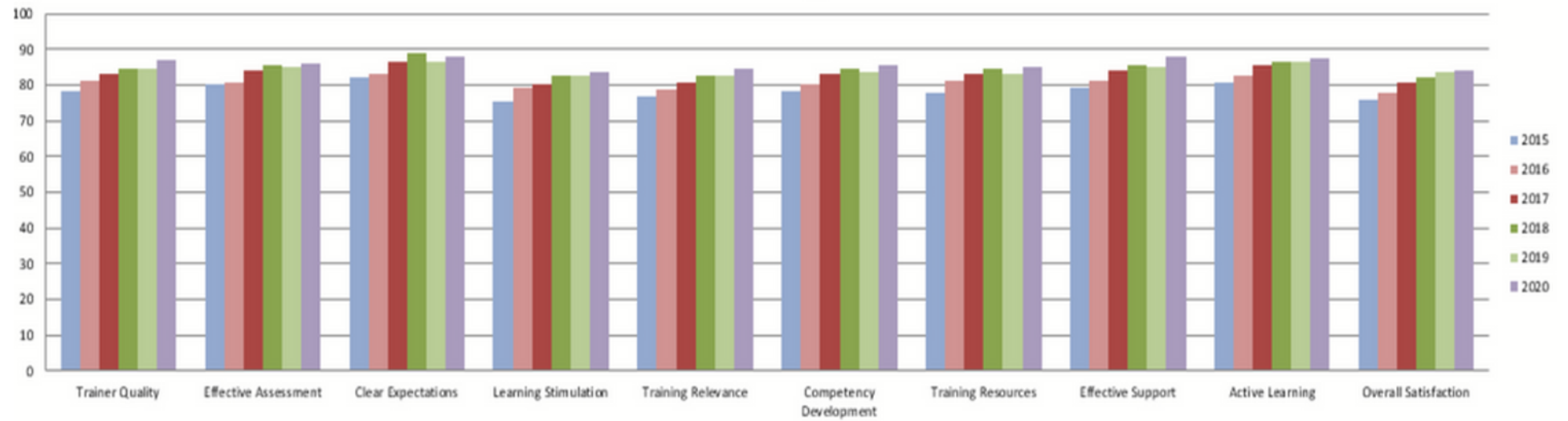
Results are provided for learners and/or employers depending on the data entered into SMART.

This Summary Report can be used to analyse the number, average and variation of the survey responses. Comparisons can be made across scales, to previous reports, or between learners and employers.

Summary statistics

Scale	Learners			Employers		
	Response count	Average score	Average variation	Response count	Average score	Average variation
Trainer Quality	285	87.0	14.6	117	79.0	16.6
Effective Assessment	285	86.1	13.3	117	80.3	15.8
Clear Expectations	285	88.1	13.5			
Learning Stimulation	285	83.5	15.7			
Training Relevance	285	84.6	16.1	117	79.3	15.5
Competency Development	285	85.5	14.1	117	79.1	16.4
Training Resources	285	85.1	14.9	117	79.5	16.7
Effective Support	285	87.8	15.0	117	78.6	16.4
Active Learning	285	87.7	14.6			
Overall Satisfaction	285	84.1	15.3	117	80.9	16.2

Learner Average Score

Categories (left to right): Trainer Quality, Effective Assessment, Clear Expectations, Learning Stimulation, Training Relevance, Competency Development, Training Resources, Effective Support, Active Learning, Overall Satisfaction

Legend: 2015, 2016, 2017, 2018, 2019, 2020

Employer Average Score

Categories (left to right): Trainer Quality, Effective Assessment, Clear Expectations, Learning Stimulation, Training Relevance, Competency Development, Training Resources, Effective Support, Active Learning, Overall Satisfaction

Legend: 2015, 2016, 2017, 2018, 2019, 2020