

Quick Start Action Planner: State Eligible Training Provider Website Assessment Tool

Introduction

The “Quick Start Action Planner (QSAP): State Eligible Training Provider (ETP) Website Assessment” is a tool that supports the Workforce Innovation and Opportunity Act (WIOA) through sharing ETP information on websites and searchable databases, and to support informed consumer choice. The ETP Website Assessment Tool QSAP is an assessment tool designed to help states implement new strategies or enhance their ETP website user experience. Website tools promote self-service by providing participants and training providers instant access to services and resources. The QSAP will help identify areas of strength and areas of interest for improving ETP use of website tools. We encourage states to add additional indicators that reflect their unique characteristics.

The assessment can be used by any individual or group in workforce agencies that is knowledgeable about the state’s ETP website operations. Completing the assessment and holding a team discussion on the results will help states develop a common understanding of their ETP website user experience and develop plans to address opportunities for action. For those reviewing an ETP website assessment tool for the first time, this assessment can serve as a checklist of review activities.

The assessment invites states to reflect on a set of indicators in six categories:

- ▶ Strategy
- ▶ Usability/Aesthetics
- ▶ Content
- ▶ Portal Expectations
- ▶ Website Evaluation
- ▶ Continuous Improvement

Instructions

Each section includes a brief description and a list of indicators that are important in reviewing and developing a state’s ETP website platform.

For each of the indicators, states should evaluate their readiness on a five-point scale, with 1 indicating “not at all”; 2 indicating “making progress, but a long way to go”; 3 indicating “have some of this, sometimes”; 4 indicating “Yes, in place now”; and 5 indicating “In place and exceeding”.

The QSAP includes a place for notes and/or action steps. See sample table below.

After completing the assessment, the agency should implement the following next steps:

- Identify strengths and opportunities for improvement within each evaluation readiness topic area based on the assigned ratings.
- Hold facilitated meetings to review and discuss the assessment results as a team (e.g., state, or local workforce board, WIOA implementation workgroup, or partner coalition).
- Develop and implement an action plan to address any opportunities for improvement identified during the team discussions. Consider focus groups from multiple users.

Encourage end users to complete the assessment so there is a 360 review.

Analyze the data. The evaluation QSAP gives instructions on evaluation:

<https://www.workforcegps.org/events/2022/09/21/13/25/Evaluation-Peer-Learning-Cohort-1--Establishing-an-Evaluation-Capacity-Baseline>

Ratings:	1—Not at all	2—Making progress, but a long way to go	3—Have some of this, sometimes	4—Yes, in place now	5—In place and exceeding
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Sample Table

Indicator	Rating	Notes
Website users, potential training participants and training provides, get a clear sense of what we offer and who we are upon arrival at our state's ETP website.	4	We have a post survey for ETP website users, but we need to make sure that we use the data to inform our ETP website design decisions

Strategy, Usability, Aesthetics

The indicators in this section focus on the strategy, usability, and aesthetics that are important in reviewing and designing your state ETP website.

Indicator	Rating	Notes
Strategy		
Develop state ETP website resources that are informed by a clear strategy.		
Our state's website users, such as potential training participants and training providers, get a clear sense of what we offer and who we are upon arrival at our state's ETP website.		
Our state's ETP website design has a clear path to relevant resources for both training providers and participants.		
It is obvious to our users the purpose of our eligible training provider website.		
It is easy for different types of users (training providers, training seekers, the public) to navigate our state eligible training provider list.		
Our state has a plan that will gauge the effectiveness of its ETP website, the data that needs to be gathered, and who will evaluate the ETP website and how frequently.		
Our state has identified website analytics and has automated its system to capture the data and produce the reports to enhance the consumer experience.		
The weblinks on our state ETP website are active links.		

Indicator	Rating	Notes
Our state included perceived ease-of-use in our website services plan, the degree to which a participant and training provider believes that using our state's ETP website would be a productive experience.		
Our state incorporated search engine optimization (SEO) techniques to enhance online searches for the ETP website.		
Our state's technology platforms are fully equipped to facilitate seamless website navigation for all eligible training providers and participants, including those who are English language learners, individuals with disabilities.		
Our state's technology platforms are fully equipped to facilitate seamless website navigation for all eligible training providers and participants who are users accessing the website via mobile devices.		
Our state included user-friendly document formats to enhance website accessibility. By offering interactive and editable PDFs, our users can easily navigate and complete forms online without the need for printing, thus promoting a more sustainable and efficient website experience.		
Aesthetics		
Our state's website incorporates a style that is 508 compliant, accessible to people with disabilities.		
Our state's website incorporated Customer Centered Design For more information on Customer Centered design see https://ccd.workforcegps.org/		
Our state has placed policy and procedural information on the website in a manner that does not slow or stop the user experience.		

Content

The indicators in this section focus on the ETP website content, governance information, and consumer information that are important in reviewing and developing your state ETP website.

Indicator	Rating	Notes
Content		
Our state included their ETP policy, application form and instructions for completing the application on their ETP website.		
Our state included content that is relevant to the users. The state removed irrelevant user content.		
Our state placed regulatory and compliance information in a location that does not confuse the user experience.		

ETP Portal Expectations, Website Evaluation, and Continuous Improvement

The indicators in this section focus on the Portal Expectations, Evaluation, and Continuous Improvement that are important in developing and reviewing your state ETP website.

Indicator	Rating	Notes
Our state has developed an ETP website based on an analysis of the state's customer needs and designed the website to target customers likely to use the ETP website.		
Our state has a plan that will gauge the effectiveness of its ETP website, how the data that needs to be gathered, and who will evaluate the data and how frequently.		
Our state has sufficient dedicated staff to implement, operate, and monitor the ETP website.		
Our state has a plan to refresh the web page on a schedule to ensure it remains current.		