

## Conducting a Demand-Driven Assessment

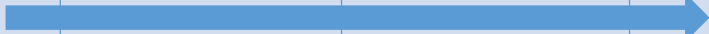





The assessment is composed of two sets of criteria:

**Operational KPI:** rate your organization's success metrics. The criteria evaluate how effective your metrics are in measuring demand-driven criteria.

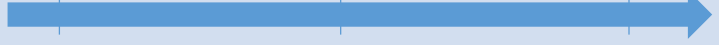
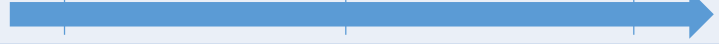
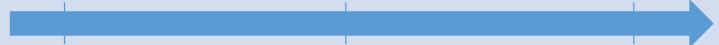
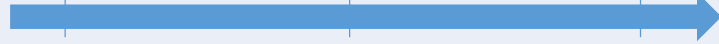



**Business Evidence:** rate your organization's business focus. The criteria evaluate how your organization's goals/processes/policies are business-oriented.

- For each set of criteria, determine where your organization fits along the continuum.
- In the Rating column, determine the number (1-5, where 5 is highest – furthest to the right on the continuum). Use your best judgment on where your organization fits.
- After you complete your ratings for each set of criteria, total your score at the bottom of each table.
- On the scoring and evaluation slide, find your organization's location on the grid by mapping your total score to the appropriate axis. A high score on both indicates a demand-driven organization.

*Use these criteria to rate your organization's demand-driven focus. Operational KPI criteria measure how well your metrics for success are measuring demand-driven criteria. Rate your organization for each metric and total your score at the bottom.*

Operational KPI Criteria	Performance Spectrum	Rating 1 - 5
% of Jobs Identified before Training Takes Place	0% <span style="float: right;">100%</span> 	
Staffing – How much of your staff understands businesses skill needs?	0% <span style="float: right;">90%+</span> 	
What percent of your revenue is WIA-based? (Goal = 50% or less WIA)	WIA Funded =100% <span style="float: right;">WIA Funded = 0%</span> 	
Placement Success Rate – what is your placement rate (%)? Placement = # candidates in jobs/(# candidates in jobs + candidates still seeking jobs + candidates in training)	0% <span style="float: right;">90%+</span> 	
Retention Success Rate – what is your retention rate (%)? (retention = placed candidate still in job 90+ days)	0% <span style="float: right;">100%</span> 	
What is the average salary of your placements?	\$0K <span style="float: right;">\$100K</span> 	
<b>Total Operational KPI Score</b>		

*Business evidence criteria measure how well your organization is business-focused. Rate your organization for each metric and total your score at the bottom.*

Business Evidence Criteria	Performance Spectrum	Rating 1 - 5
How robust are the website offerings targeted toward businesses vs. candidates?	<p><u>Candidate-Focused</u> (70% of web content) <span style="float: right;"><u>Business-Focused (70% of web content)</u></span></p> 	
How is the marketing budget allocated? Are you using this budget to increase the number of business partnerships	<p><u>70% or more toward Candidate recruitment</u> <span style="float: right;"><u>70% or more toward Business recruitment</u></span></p> 	
How many of your training vendors modify curriculum based on business feedback?	<p><u>No vendors modify curriculum</u> <span style="float: right;"><u>All vendors modify curriculum</u></span></p> 	
How many business client relationships were identified before placing a trained candidate? Business clients: measured by formal agreements negotiated to provide skilled workers <b>before</b> identifying or training candidates.	<p><u>0% of total</u> <span style="float: right;"><u>100% of total</u></span></p> 	
How much of your per candidate cost is recovered from the business client?	<p><u>0% of total</u> <span style="float: right;"><u>100% of total</u></span></p> 	
What is your business retention rate? (what percent of business clients come back for services in the future)	<p><u>0% of total</u> <span style="float: right;"><u>90%+ of total</u></span></p> 	
What percentage of your business clients contacted you? (versus you contacting them)	<p><u>0% of total</u> <span style="float: right;"><u>100% of total</u></span></p> 	
<b>Total Business Evidence Score</b>		

Map your scores from each set of evaluation criteria on the axes below. A high score in both areas indicates a demand-driven organization. Use your evaluation to determine the best route to effect demand-driven change in your operations or business focus.

