Using Your Benchmarking Survey Reports for Learning and Improvement

The information in your Workforce Benchmarking Network (WBN) survey reports can be the basis for useful discussions among both management and frontline staff. Be sure to engage several staff in reviewing reports (using the guides and video resources available here on the CSW website as needed). Then make time to discuss takeaways, further questions, and next steps.

1. **BEFORE You Create Your Comparison Reports: What Outcomes and Comparison Characteristics Matter Most to Us? What Do We Most Want to Learn?**

**OUTCOMES:** With the various “Explorer” reports—Outcomes Explorer, Equity Outcomes Explorer by Gender/Race, and Wages by Gender/Race—you can build your own “dashboard” with a variety of performance outcomes (up to 8 per dashboard).

*See the attached list of available outcomes in each Explorer Report. STAR or list below the outcomes that matter most to you and other staff as you look at how you compare to peers in the field.*

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**CHARACTERISTICS:** Since the Explorer reports show how your program outcomes compare to others, they will be most useful if you “filter” them by the characteristics that you would consider most important in a peer comparison group, e.g., the population they serve, a particular service they offer, program length, etc.

*See the attached list of available characteristics in each Explorer Report. STAR or list below the ones that matter most to you and other staff as you compare your program to others in the field.*

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**What other characteristics might you be interested in looking at, even if they don’t currently apply to your program? For example, you may want to see outcomes for programs with a certain population you’re considering serving or a service you’re considering offering. STAR or list those below.**

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2. **Create reports, referring to the** [Accessing Your WBN Reports](#) **guide or Summary Guide as needed.** Print or Save reports that are useful, using the Print or Image features in the upper right corner of charts.

3. **Explore the available Dashboards and Distribution Reports** to learn more about how programs answered specific questions about services, employer engagement, funding, participant demographics, and other topics. See attached list of available reports.

   Remember: As more surveys are submitted all reports will automatically update, so check back periodically!

4. **Reflect with your staff about the various reports and implications for your work.** This could be done in one meeting or in small chunks across several meetings. Here are some questions you could use or adapt:

   **For the Outcomes Explorer, Equity Outcomes Explorer, and Wages by Gender or Race/Ethnicity reports:**
   - What results stood out for you? What patterns did you notice in terms of how our program compares to others in the dataset so far?
   - What do you specifically notice related to **disparities** in outcomes related to gender or race and ethnicity—both among all programs and in how we compare (if we provided data)?
   - Where are you most pleased with how our results compare?
   - Where are you surprised or concerned about the comparison information? Why?
   - What other questions were triggered by seeing these data results? What else would you like to know from the WBN data? Where do you want to explore our own data more deeply?
   - How is this data useful in helping us identify areas of focus to improve our services?

   **For the Dashboard and Distribution reports:**
   - What specific charts or information stood out for you? Why were they interesting?
   - Where are you surprised by something in these data reports?
   - What was helpful to see, as you think about our program’s services and strategies (current or future)?
   - What do you want to know more about? What other data would be useful to have from the Benchmarking survey?

   **Overall:** Based on what you see in the data, what topics would you most like to explore by connecting with some of our peers in the Workforce Benchmarking Network about their practices and experience?

5. **Identify Next Steps as a Team**
   - Who else should we share this data with (staff, Board, participants, funders)? How and when?
   - What is further **internal** data we want to explore, including disaggregated outcome data?
   - What are some priorities for improvement, related to outcomes, services, or disparities?
   - On any of the above, what small steps can we take “by next Tuesday” (to keep momentum going)?
   - Based on our conversation, what questions, suggestions, or other feedback do we have for the WBN team? **NOTE:** Please send using this [very short survey](#) or email [benchmarking@skilledwork.org](mailto:benchmarking@skilledwork.org).