

Top Ten Ways to Improve Satisfaction Surveys

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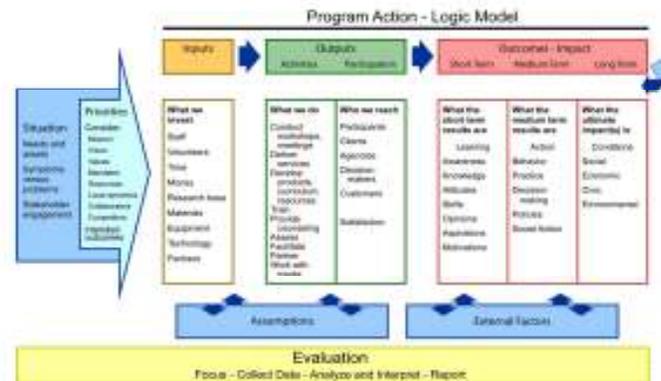
Agenda

- Measuring satisfaction
- Top ten ways to improve surveys
- Small group practice
- Report back
- Evaluation

Program Evaluation

- Satisfaction surveys - why do them?
- True or false: Satisfaction surveys are less important than doing outcome evaluation.

PROGRAM DEVELOPMENT Planning - Implementation - Evaluation



Program Evaluation

Satisfaction Surveys --

- One component of a process evaluation, which studies program implementation.
- This is just as important as outcome evaluation, and both together comprise a good program evaluation.

Top Ten Ways to Improve Satisfaction Surveys

- Survey design
- Survey administration
- Tabulate data from completed surveys
- Interpret findings and use them to improve the program.

Top Ten Ways to Improve Satisfaction Surveys

Meta-Tip:

- Know clearly what you want to know,
- and how you will use the information after you know it.

Don't ask questions if you won't use the information.

Survey Design

1. Use precise questions that measure specific indicators.

Be clear about what you want to know.

Develop precise indicators of the things you want to know. These will make better survey questions.

1. Use precise questions that measure specific indicators.

Unclear (examples):

- I am satisfied with today's workshop.
- I have improved health because of the Healthy Senior program.
- Do you agree that the drinking age should be lowered to age 18?

1. Use precise questions that measure specific indicators.

Better (examples):

- The information was clearly presented.
- I learned information that will help me in my job.

1. Use precise questions that measure specific indicators.

Better (examples):

- I have more energy for daily tasks.
- I walk or do other aerobic exercise at least 4 hours per week.

1. Use precise questions that measure specific indicators.

Better (examples):

What should be the minimum legal age to drink alcohol?

- 18 19 20 21 22

1. Use precise questions that measure specific indicators.

Closed-response questions - harder to design, easier to analyze.

Open-response questions - easier to design, more time-consuming to analyze.

Use both kinds of questions.

2. Make sure questions are clear and easy to read.

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Hard to understand (examples):

- The information was instrumental in helping me access services.
- Your answers will be anonymous and confidential.

2. Make sure questions are clear and easy to read.

Better (examples):

- The information helped me learn how to use services.
- Your answers will be kept private and no names will be used.

3. Use a logical flow of questions.

- Start with non-threatening questions.
- Order the questions in a way that makes sense.
- Ask really important questions before the end (in case they don't complete the survey).
- Consider asking demographics at the end.

4. Don't ask about two things in one question.

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Unclear (examples):

- Staff members were patient and friendly.
- The workshop was interesting and useful.
- If you take the bus, is there a bus stop within a five-minute walk from the program site?

4. Don't ask about two things in one question.

Better (examples):

- Staff members were patient.
- The workshop was useful.

4. Don't ask about two things in one question.

Use screening questions with skip instructions.

Example:

5. Do you take the bus?

- No Yes If no, please skip to Question 7.
If yes, please go to the next question.

6. Is there a bus stop within a five-minute walk from the program site?

- No Yes

5. Use well-designed response options.

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Unclear (examples):

I was seen on time.

- Strongly agree
 Agree
 Disagree
 Strongly Disagree

5. Use well-designed response options.

Unclear (examples):

How likely are you to recommend this program to a friend or family member?

- Excellent
- Good
- Fair
- Poor

5. Use well-designed response options.

Unclear (examples):

How would you rate the quality of the produce in today's food box?

- Excellent
- Very good
- Good
- Fair
- Poor

5. Use well-designed response options.

Better (examples):

I was seen on time.

- Yes
- No

5. Use well-designed response options.

Better (examples):

How likely are you to recommend this program to a friend or family member?

- Not at all likely
- Somewhat likely
- Very likely

7. Use multiple methods to gain participation

- Using appealing formatting.
- Make sure photocopies are good quality and easy to read.
- Administer surveys when it is convenient for clients to complete them.
- Ensure that completed surveys are kept private.
- Offer incentives to participate.

8. Use a logical and consistent schedule for data collection

Not so effective (examples):

- Hand out surveys when you realize the quarterly report is due.
- Hand out surveys toward the end of the fiscal year.

8. Use a logical and consistent schedule for data collection

Better

- Determine one or more time periods when it makes sense to ask clients how they experienced the program.
- Conduct survey administration consistently.
- Develop a written plan for how and when surveys should be administered.

8. Use a logical and consistent schedule for data collection

Examples:

- After each session or series of sessions, e.g., a parenting class.
- After clients have received services a certain number of times, e.g., group counseling.
- At regular periods that will give you timely feedback, e.g., quarterly or every 6 months.

8. Use a logical and consistent schedule for data collection

The best laid plans...

Make sure staff and volunteers know:

- when to use surveys;
- have the right version;
- know where to put completed surveys;
- know to keep surveys safe and confidential.

9. Tabulate data from completed surveys.

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Not so good:

- Putting completed surveys in a file and forgetting about them.
- Reading through surveys to get a feeling for what people are saying - and then putting them in a file and forgetting about them.

9. Tabulate data from completed surveys.

Why invest time in tabulating data:

- Tabulated information is more accurate than a seat-of-the pants sense from just reading surveys.
- Not doing so is disrespectful to clients who took the time to do the survey.
- Reading through surveys could violate your promise of privacy and confidentiality.

9. Tabulate data from completed surveys.

Cross-tabulations can give more insight:

Strongly agree = 4 Agree = 3 Disagree = 2 Strongly Disagree = 1

The activities were boring.	2.5
The other students helped me when I was new.	2.8

9. Tabulate data from completed surveys.

Cross-tabulations can give more insight:

Strongly agree = 4 Agree = 3 Disagree = 2 Strongly Disagree = 1

	Boys	Girls
The activities were boring.	3.3	1.8
The other students helped me when I was new.	2.6	3.1

9. Tabulate data from completed surveys.

Do you need help with this?

Please sign up for T.A.

Also, please see “Using Excel for Analyzing Survey Questionnaires,” a publication listed on the University of Wisconsin Extension web site.

10. Use the findings!

Engage other staff in interpreting what the data mean.

Collect more information, if necessary, to understand findings better.

Develop strategies to protect and sustain things that are effective, and to improve things that are weak.

Ask your team to help set targets or benchmarks to be measured by future surveys.



Questions?



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