

SATISFACTION SURVEYS, ASSESSMENTS, AND LOGIC MODELS

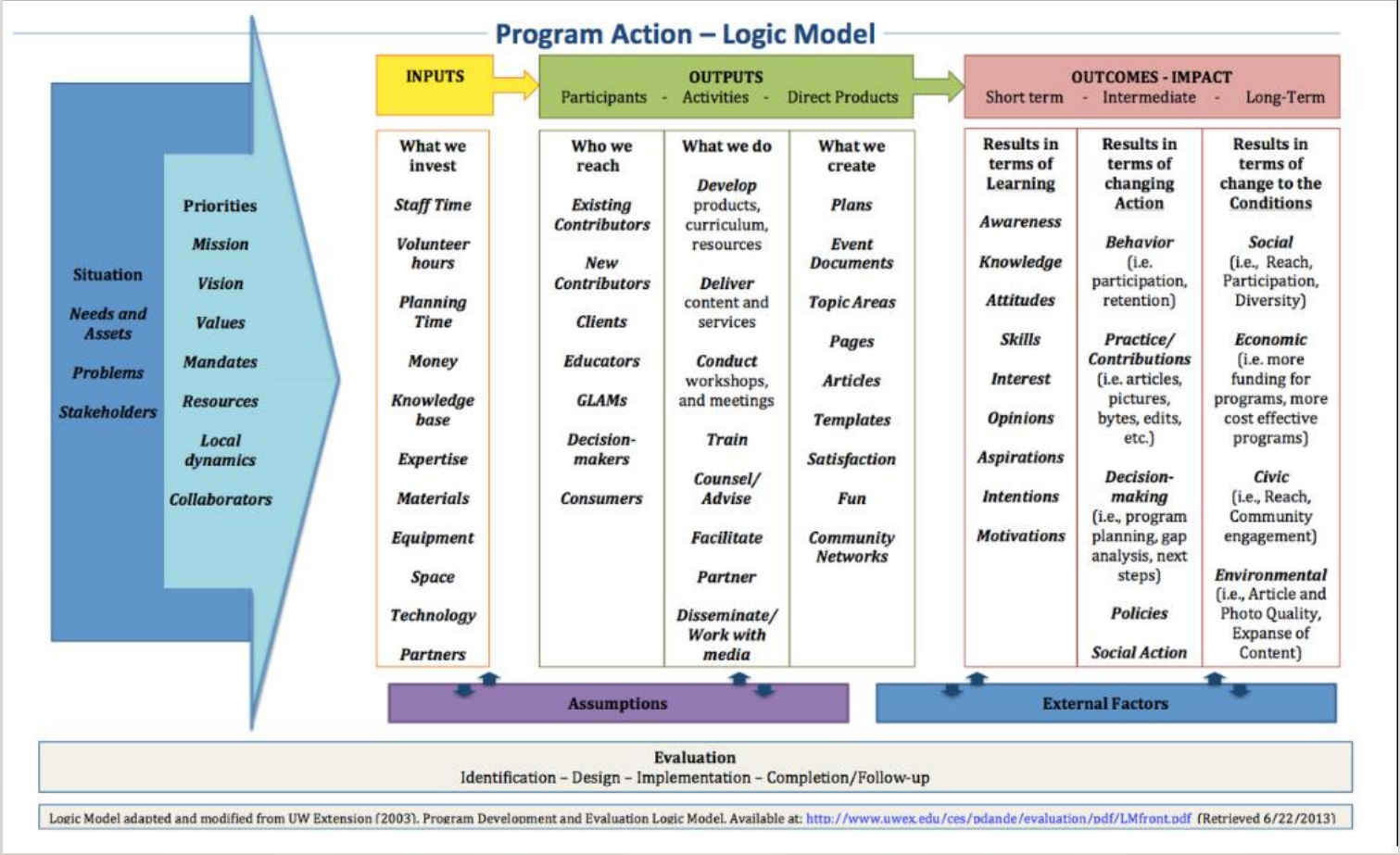


WHAT IS A LOGIC MODEL?

Is a systematic and visual way to present the perceived relationships among:

- The resources you have to operate the program,
- The activities you plan to do,
- And the changes or results you hope to achieve.

LOGIC MODEL

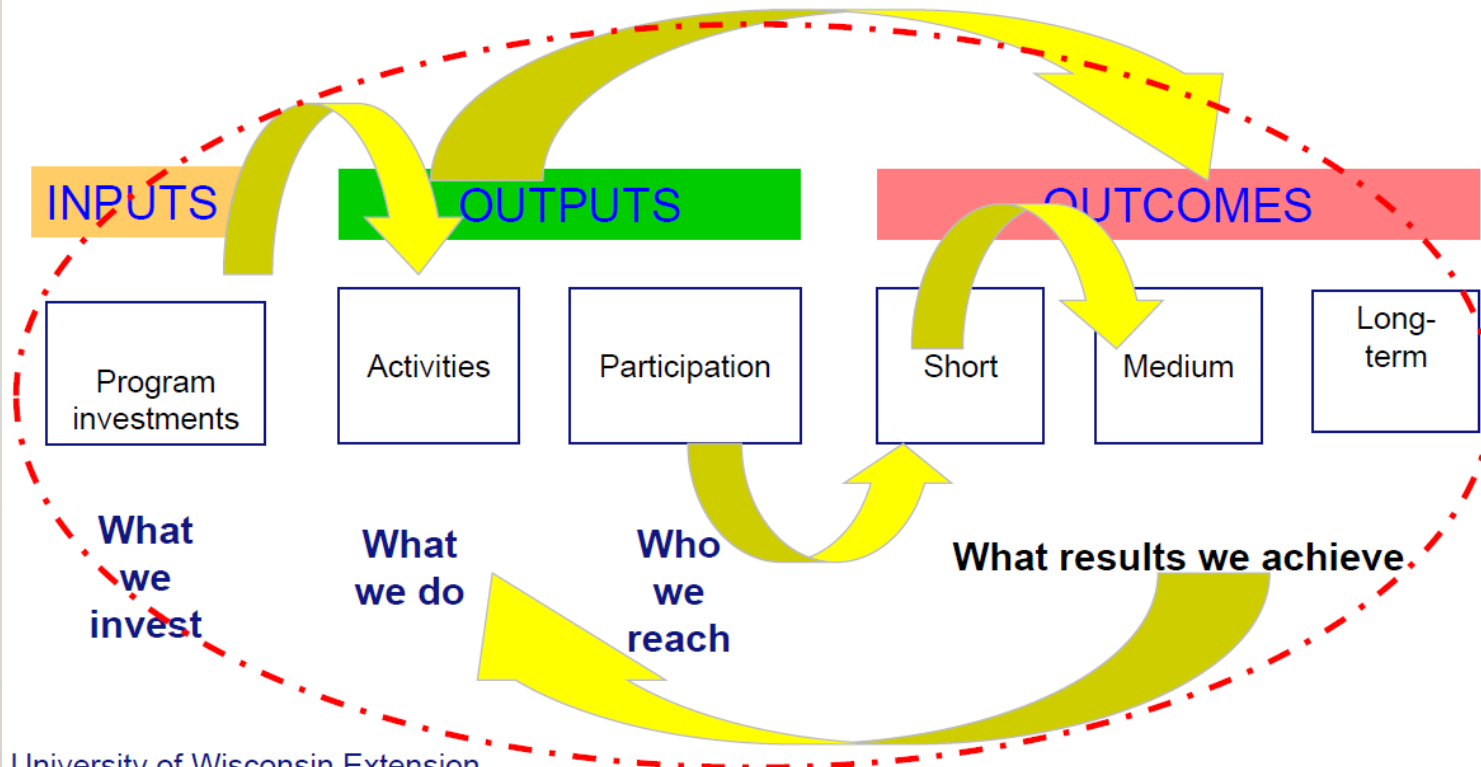


REVIEWING YOUR LOGIC MODEL

- Is the *need* for the program clear?
- Is the *target population* evident?
- Are the outcomes *focused on the client* and not on what the program will do?
- Are the outcomes within the scope of influence *of the program*?
- Is the outcome written using *language* that most people will understand?
- Are there *unintended consequences*?
- Can you see the connections of all parts of the logic model? (input, outputs, and deliverables/outcomes)
- Are the *outputs achievable* given the program's inputs?
- Are the activities *sufficiently described* to provide a good understanding of what staff does?

Remember, a logic model is a representation. In real life:

Programs are not linear!



PROGRAM EVALUATION: SURVEYS AND ASSESSMENTS

- Client satisfaction surveys are often utilized to evaluate a program's efficacy.
- A **satisfaction survey** is a tool that evaluates clients' views of the program and the way that it is implemented. It can be tailored to generate feedback from clients, volunteers, teachers, program facilitators, counselors, etc).
- A **client assessment** is a device used to determine what services that an individual, family, or household will receive to assist them with achieving their goals.
- Knowing what information you want to obtain from assessments and surveys and how you will use it will guide you in improving the types of questions you ask (specific indicators).

SELECTING SPECIFIC IDENTIFIERS

Examples of unclear questions:

- I am satisfied with today's workshop.
- My health has improved because of attending this meal program.
- Do you agree that state taxes should be decreased?

Simpler questions:

- The information was clearly presented.
- I learned information that will help me find a job.
- I have more energy for daily tasks.
- What should be the percentage of mandated state taxes be?
 1.3% 2.7% 3.2%

CHOOSING EVALUATIVE QUESTIONS FOR SURVEYS AND ASSESSMENTS

- Evaluation questions typically fall into five main categories:
 - Relevance – Is the program’s services still needed? Are we providing the best practices to address the needs for new clients?
 - Implementation – How well is the program designed? Is the program being implemented as planned? What components of the program work best and why?
 - Outcomes – Have the clients improved their knowledge/skills? How else have their lives changed?
 - Efficiency – Is the improvement in clients’ knowledge/skills worth the cost of facilitating the program? Is the manner in which the program is facilitated the most efficient way to assist new clients in achieving their goals?
 - Sustainability – How sustainable is the program and its impacts? What else is needed to maintain the program’s success?

TYPES OF QUESTIONS

- Closed-response questions – harder to design, easier to analyze
- Open-response questions – easier to design, more time-consuming to analyze
- Having a mix of both types of questions will give you more feedback than relying solely on one style of question

CLARITY OF QUESTIONS

Examples of confusing statements:

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

More effective statements:

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

FLOW OF QUESTIONS

- Start with non-threatening questions.
- Order the questions in a way that makes sense.
- Ask important questions towards the beginning in case they don't complete the survey.
- Consider asking demographic questions at the end.

STICKING TO ONE QUESTION

Combining two questions into one:

- Staff members explained the services to me and were friendly.
- The workshop was helpful and interesting.
- If you take the bus to come to our center, how many buses do you take before arriving at the nearest bus stop?

Keeping the question simple:

- Staff members explained the services to me.
- Staff members were friendly.
- The workshop was interesting.
- The workshop was helpful.

SCREENING QUESTIONS WITH INSTRUCTIONS

10. Do you take the bus?

Yes, please answer below. No, please skip to Question 11.

- How many buses do you take before arriving at the nearest bus stop?

1 2 3 or more

DESIGNING RESPONSE OPTIONS

The counselor explained the services to me. How would you rate the quality of the produce in today's food box?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

- Excellent
- Very good
- Good
- Fair
- Poor

HOW CAN WE ENSURE THAT OUR SURVEY IS ETHICAL?

- Concern about the people involved:
 - Right to decline – Reassure clients that if they choose not to be involved, the services that they receive won't be affected.
 - Confidentiality – Privacy can range from total anonymity, such as an online survey where the evaluation team doesn't know who responded), to total transparency, as in a client's name with their photo).
 - Use of data – Clients have the right to know how their information will be used and who will have access to it. It may be beneficial to provide an example of findings from earlier surveys.
 - Benefits and risks – All surveys have benefits, like informing staff how to better serve clients. But also, they include risks, including triggering traumatic memories. Survey designers should be intentional about finding a balance between benefits and risks while being as upfront about the risks as possible.

ETHICAL EVALUATION TECHNIQUES

- Concern about the impact:
 - Collect and analyze information in a systematic, accurate way,
 - Bring together all relevant perspectives,
 - Be transparent about methods used and any limitations, and
 - Present findings honestly.
- Using plain language on a consent form or survey provides clients with clear information as to what they are agreeing to participate in. Make sure to include how their information will be used and who can access it.
- It is beneficial to provide a token of thanks to clients who agree to participate in an evaluation by filling out a survey, so long as they understand that their participation is still voluntary.
 - The value of the incentive should not be so great that they feel obligated to participate. It can be an receiving an additional piece of clothing at a clothing bank or a \$10 gift card.

KEEP IT SIMPLE

- Above the questions on the survey, write a brief statement about the purpose of the survey and request the person's participation.
- Have a statement about anonymity and confidentiality using understandable language.
- Only include questions that will provide you with information that you need to know.

ADMINISTERING THE SURVEY

- Make sure photocopies are easy to read.
- Provide surveys to clients when it is convenient for them to complete.
- Ensure that completed surveys are kept private.
- Offer incentives to participate.
- Identify time periods when it makes sense to ask clients about their experience with your program.
- Consistently provide the survey to clients.
- Have a written plan for how and when to administer surveys.
- Train staff and volunteers on when to use surveys, know where to put completed surveys, and how to keep them confidential.
- Make sure those administering surveys have the most up-to-date version.