



Making Satisfaction Surveys Meaningful to both Management and Your Service Population

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Overview

Develop
Process

Establish
Method

Sampling

Tool
Selection

- The Building Blocks of Collecting Participant Information
- Constructing a participant Survey
- Distribution
- Confidentiality
- Validity & Reliability
- Drift
- Buy-in

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- Quiz time:

1. www.socrative.com
2. Student Login
3. Room name – ILLINOIS2018

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graph LR; A[Overview] --> B[Develop Process]; B --> C[Establish Method]; C --> D[Sampling]; D --> E[Tool Selection]
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Overview

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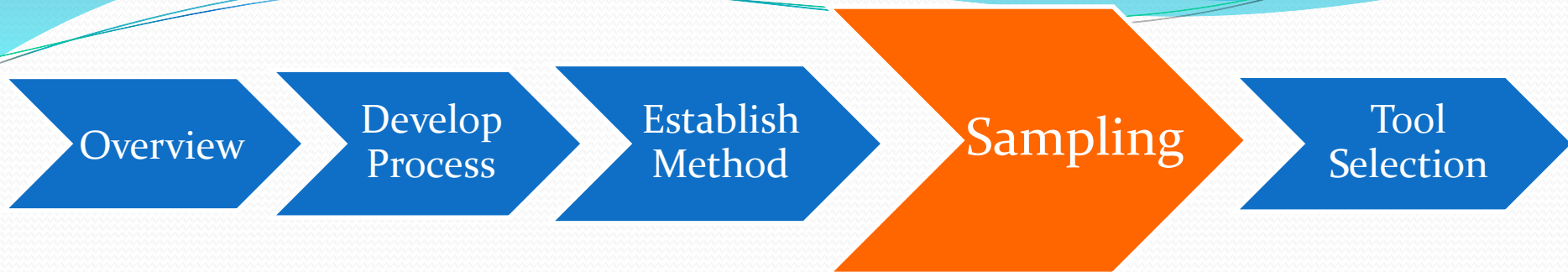
Practitioners without Research is bad



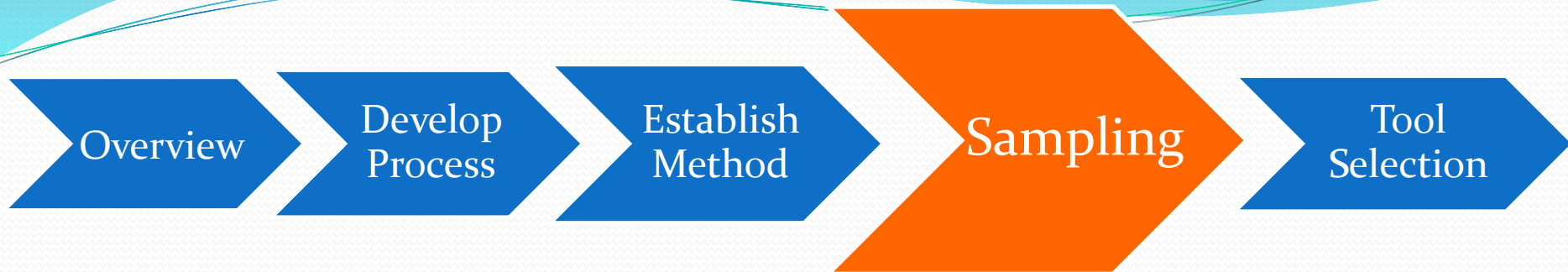
- Why are we seeking feedback?
 - Meeting audit standards
 - QA/CQI
 - Customer Feedback
 - Program Evaluation
- Recipients of Survey Results
 - Management
 - Respondents
 - Outside Customers



- Ways to collect information
 - **Surveys**
 - Focus Groups
 - Nominal Group Technique
 - Interviews
 - Panels



- Selecting your Participants
 - Defining your sample
 - Who is your target audience?
 - When should I give the instrument?
 - Types of Sampling
 - Random Sample
 - Stratified Sample
 - Non-Random/ Convenience Sample



- Frequency of Distribution

- Cross-Sectional Surveys

- Single time period

- Longitudinal Surveys

- Multiple and regular intervals

- Measure changes in behavior, opinion, knowledge or attitude



- Data Collection Tool

- Surveys

- Pen and Paper
 - Scan forms
 - Survey Monkey and other cloud-based systems



- Survey question considerations
 - Length of survey
 - Time of placement
 - Reading level
 - Type of questions
 - Open-ended
 - True false
 - Likert scale
 - Other

Survey Questions



- Target Population
- Distribution method
- Resources



- Collaboration
 - Research/Practitioner Relationship
- Observing the Process
- Additional Resources
 - Within your organization
 - Research Articles



- Key Question Areas: A community corrections example
 - Intake/Getting Started
 - Overall Programming
 - Drug and Alcohol Tx
 - Cog Skills, Employment, and Education Programming
 - Case workers
 - Court Appearances
 - Post-release / Upon leaving
 - Facility



- Tips for writing good questions

- Consider Response Dimension

- Checklists

- True/False

- Likert-Type Scales

- <https://www.uc.edu/content/dam/uc/sas/docs/Assessment/likerk-type%20response%20anchors.pdf>

- Question Wording

- Question Structure



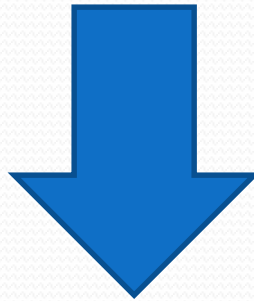
- Tips for writing good questions
 - Consider Response Dimension
 - Question Wording
 - Complex words
 - Technical terms
 - Jargon
 - Double negatives
 - Shorthand
 - Question Structure



- Tips for writing good questions
 - Consider Response Dimension
 - Question Wording
 - Question Structure
 - Double Barreled Questions
 - Leading questions
 - Loaded Questions
 - Double Negative Questions
 - Absolute questions
 - Questions are worded for the audience
 - Categories are not exhaustive
 - Categories are not mutually exclusive



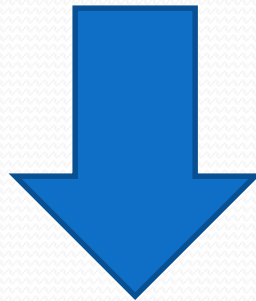
- “I feel welcomed by my caseworker and other clients in my program”



- “I felt welcomed by my caseworker in my program.”
- “I felt welcomed by other clients in my program.”



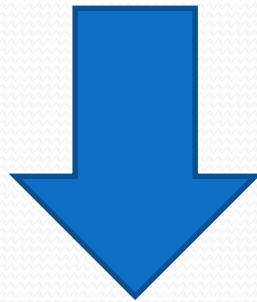
- “Everyone really enjoys the Intensive outpatient program (IOP). Did the IOP program help you in your recent placement”



- The Intensive Outpatient Program...
 - Helped me stop using drugs/alcohol
 - Helped me create a plan to keep drug/alcohol free after I finish



- “Do you think quitting smoking is a good or bad idea when trying to remain sober?”



- Quitting smoking is important when trying to remain sober



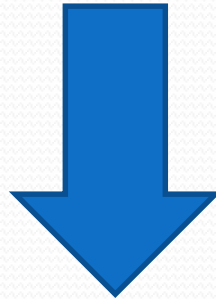
- What type of family did you grow up in?
 - Mom as single parent
 - Dad as single parent
 - Both mom and dad



- What type of family did you grow up in?
 - Mom as single parent
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 - Both mom and dad
 - Other _____



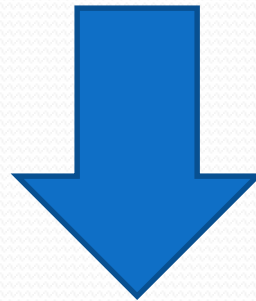
- “What time of day do you most often consume alcohol?”



- The time of day I struggle most with sobriety is:
 - Morning (8am – 11:59am)
 - Afternoon (12:00 pm – 3:59 pm)
 - Evening (4:00 pm – 7:59 pm)



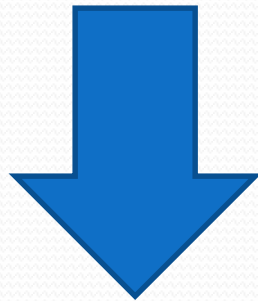
- “Are you always depressed after you start drinking?”



- “Alcohol/Drug use depresses my mood”



- “Was your caseworker assiduous in delineating the program rules to you?”



- “My caseworker clearly explained program rules and expectations.”



- Lead time
- Review with collaborators
- Pilot with peers
- Get final approval



- Troubleshooting measures
 - Updating forms
 - Colored Forms
- Data Storage & Entry



- Data Analysis
 - Means
 - Frequencies
 - Response Rates
- Ongoing Monitoring
 - Continually monitor surveys to ensure fidelity

**As Researchers we have done
our due diligence. So we are
ready to roll, right?**

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Research without Practitioners is bad



Playing Nicely with your Practitioner



Distribution

Confidentiality

Validity &
Reliability

Drift

Buy-in

- Format
 - Paper and pencil
 - Online Platforms
- Other considerations
 - Language/Literacy
 - Population taking survey
 - How to administer
 - Training
 - Maintain fidelity
 - Who receives the data



- Questions
 - How are we supposed to use these surveys?
 - How do we actually use them?
 - What barriers do you see?
 - Additional thoughts?
- Types of Barriers
 - Confidentiality vs tracking response rates
 - Validity/Reliability
 - Drift
 - Buy in

Distribution

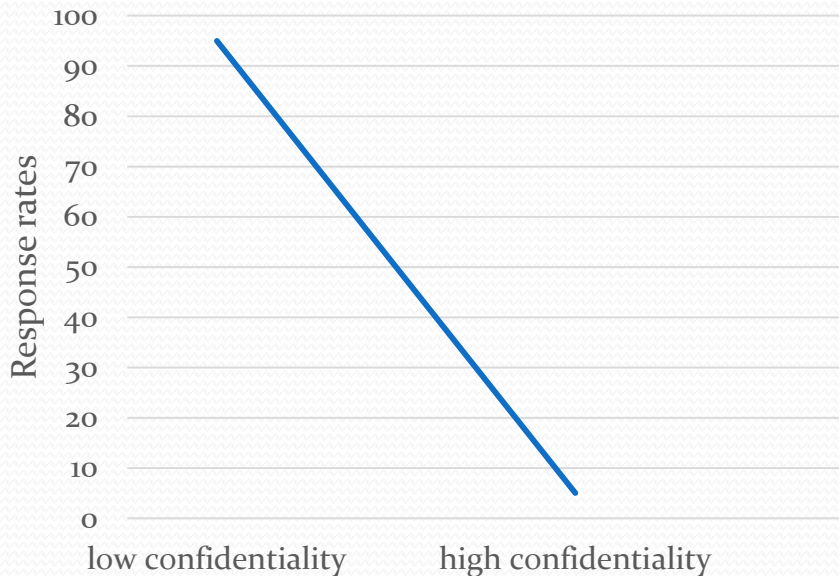
Confidentiality

Validity & Reliability

Drift

Buy-in

- Confidentiality and honest responses vs tracking response rate
 - How do you make sure you are receiving surveys back while still maintaining anonymity?





- Practitioner concerns
 - Anonymity limits the ability to make specific changes
 - Is it really confidential?
 - Clients think staff know who is filling it out
 - Required to track response rates
 - Exit evaluation included as a required document in release checklist for audits (oops that has their name on it)



- Getting good data
 - How do we ensure that data remains uncompromised and meaningful?



Reliable
Not Valid



Low Reliability
Low Validity



Not Reliable
Not Valid



Reliable
Valid



- Practitioner concerns
 - Not all clients turn them in (only successful release)
 - Results (or questions) are vague
 - Clients may not read directions or questions
 - Clients rush to complete
 - Hard to filter facts vs an angry client
 - Bubbles not filled out correctly
 - Lack of complete anonymity may prevent genuine responses or candor



- Drift – Divergence from the original design
 - How do you prevent inconsistencies in survey delivery?





- Practitioner concerns
 - Not properly trained on the process
 - Time constraints
 - Supervisor and staff changes
 - Policy changes
 - Program changes



- Buy-in:

- How do we get our clients to care?
- How do we get our staff to care?
- How do we get decision makers to care?



Overcoming and other thoughts on barriers

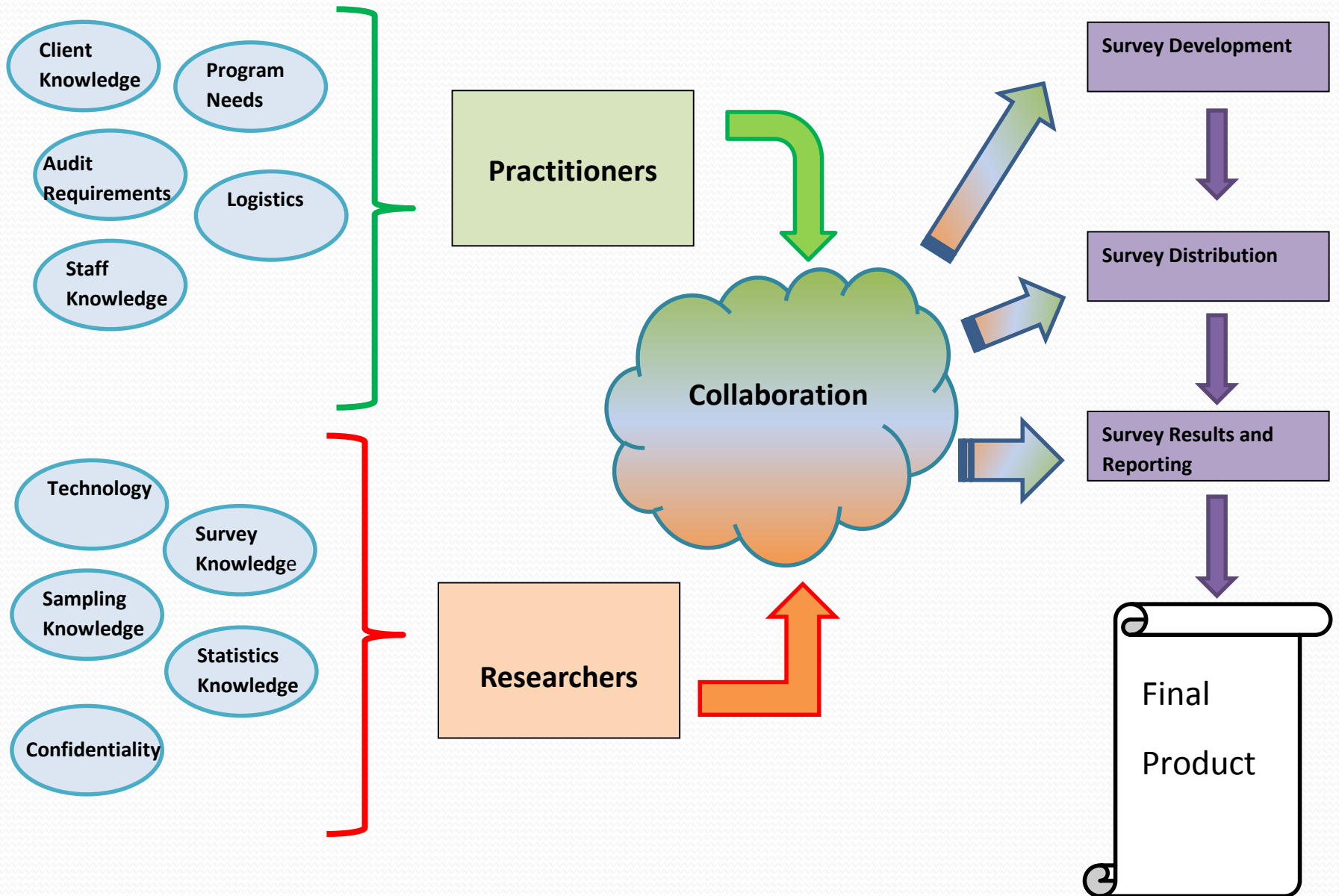
- How do we overcome these barriers?
 - Confidentiality -> Defining a good response rate
 - Validity -> reevaluating your survey
 - Drift -> maintaining fidelity and avoiding divergence
 - Buy in -> making data useful



Final Thoughts

Research without Practitioners is as bad as
Practitioners without Research

Final Thoughts



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