

Get to Know Eleyo - Surveys for Better Programs

Process for creating useful survey
evaluations

by

Robin Mattaini

Product Specialist, Eleyo

*Eleyo is a registration and program management system and for
school district programs including after school care and enrichment*

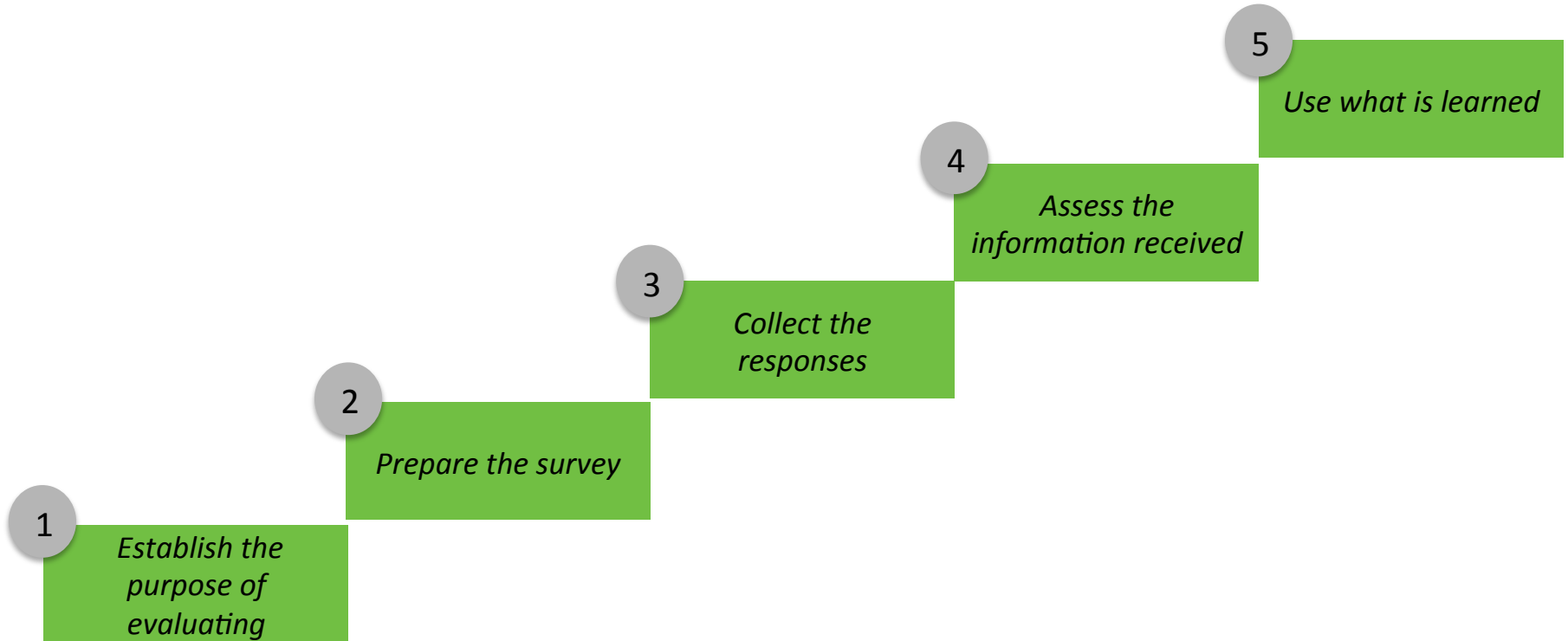


Consider...

- “Your most unhappy customers are your greatest source of learning.” – Bill Gates, Microsoft
- “Do what you do so well that they will want to see it again and bring their friends.” – Walt Disney
- “The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.” – John Russell, President of Harley Davidson
- “Unless you have 100% customer satisfaction, you must improve” –Horst Schulz



Survey/Evaluation Process



Establish Context

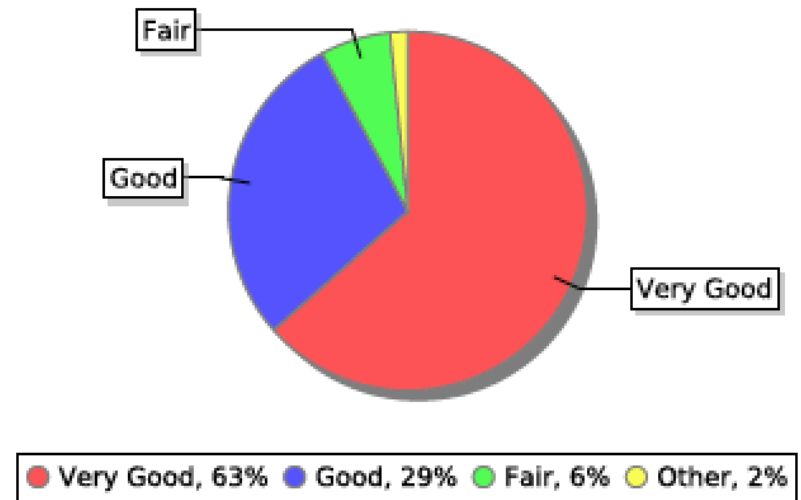
- Purpose for evaluating
- Questions to ask
- When to survey
- How to distribute the surveys/collect response

Purpose of Evaluating

What are we evaluating?

- Instructors
- Considering improvements
- Facilities
- Cost analysis
- Funding needs

How was the instructor's knowledge of the topic?

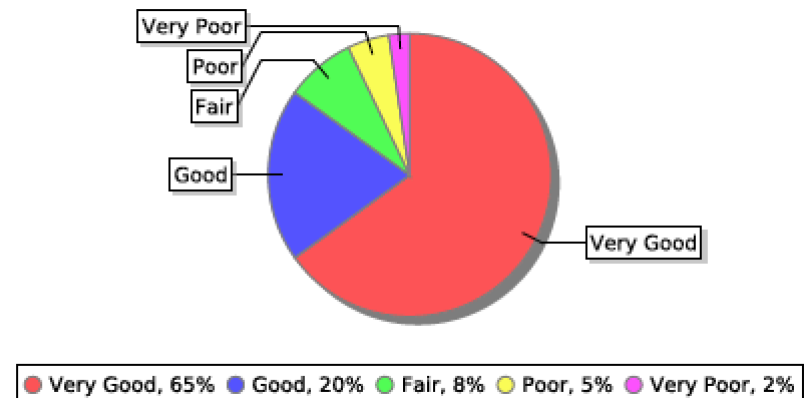


Purpose: Evaluate Instructors

What do we want to know?

- Knowledge of topic
- Preparedness
- Ability to communicate clearly / presentation
- Friendly, professional and approachable

Did the instructor generate enthusiasm for the course topic?

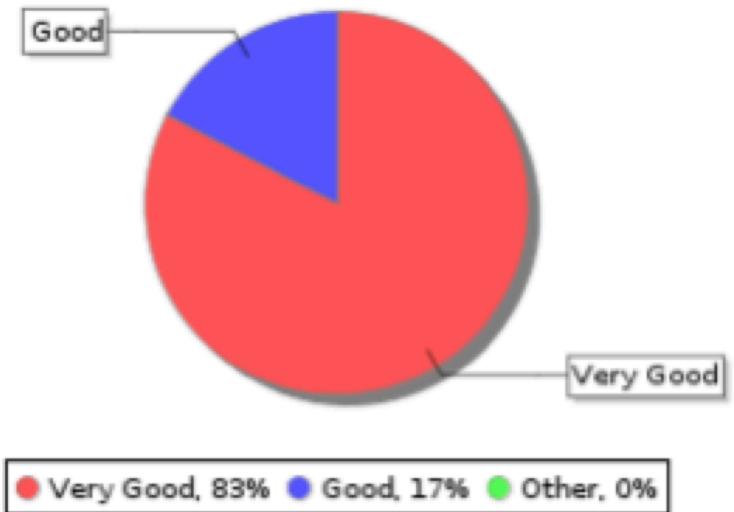


Purpose: Considering Improvements

What type of improvements?

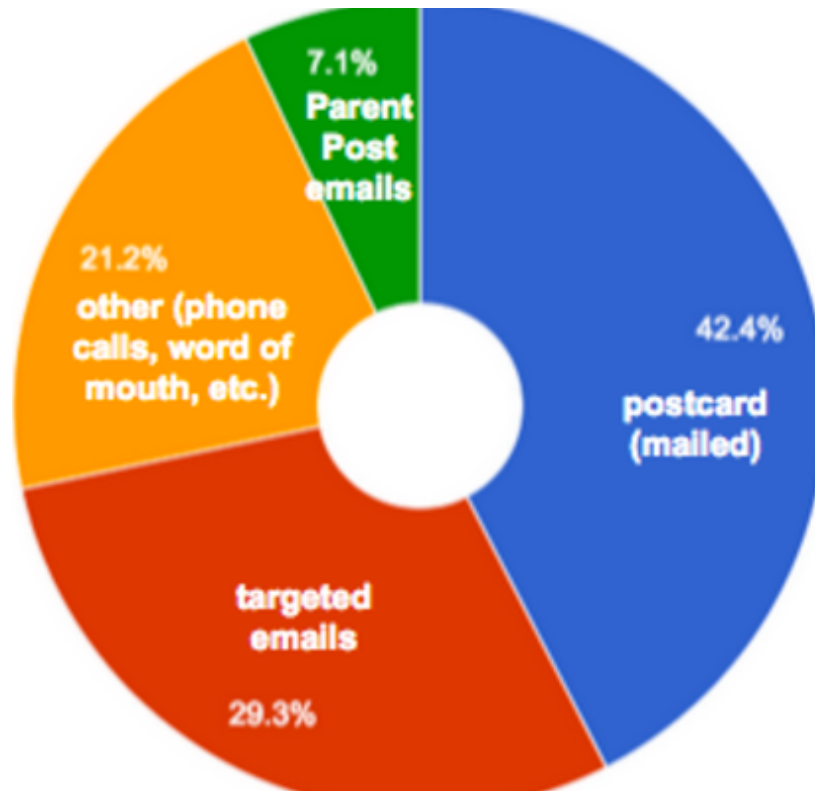
- Catalog offerings
- Course content
- Online registration experience
- Improved marketing focus

How was your online registration experience?



Purpose: Marketing

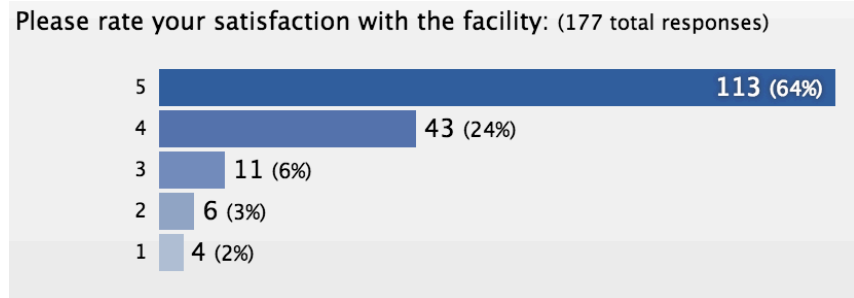
How did you hear about Summer Adventure Camp?



Purpose: Facilities/Location

What about the Facilities do we need to evaluate?

- Accessible
- Comfortable and Clean
- Equipment
 - Technology
 - Athletics

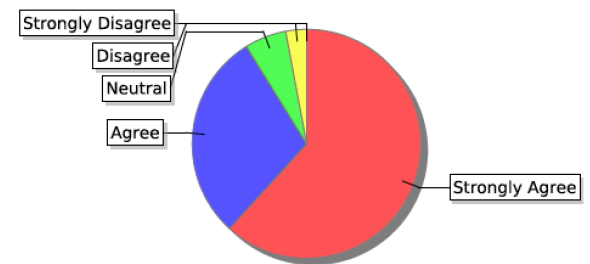


Purpose: Cost Analysis/Value

Are we pricing Courses appropriately?

- Value
 - Community finding value
- Bottom line
 - Financials vs. value

The lessons program was a value for its price.



● Strongly Agree, 62% ● Agree, 29% ● Neutral, 6% ● Disagree, 3% ● Strongly Disagree, 0%

Income			
Description	Qty	Amount	
Partially Refunded Enrollment (69.00) (\$6.90 refunded per enrollment)	1	\$62.10	
Full Price Enrollment (\$69.00)	19	\$1,311.00	
20 Enrollments		Total Income	\$1,373.10

Expenses			
Description	Budget Code	Qty	Amount
Instructor Contract			
Winter Drawing (6 sessions) (\$54.00 per Enrollment)	04 E 005 585 000 332 305	20	(\$1,080.00)
Additional Expenses			
Total Expenses (w/o financial assistance)			(\$1,080.00)
Bottom Line			\$293.10

Course Section Finance Tab from Eleyo

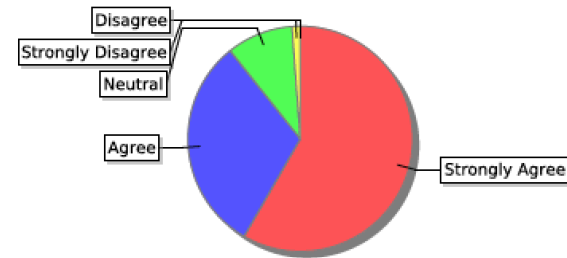


Purpose: Show Impact

Assess and Report

- Report back to investing organizations
- Ask for additional funding

Through this course, I have developed the age-appropriate knowledge to help my child succeed.



● Strongly Agree, 58% ● Agree, 31% ● Neutral, 10% ● Strongly Disagree, 1% ● Disagree, 0%



Prepare: Survey

- Decide on questions
 - Keep it short if possible
 - Question type
 - Scale – clickable
 - Open ended (not required)
- Length
 - One quick question to gather a response
 - Multi-questions

The screenshot shows an iPad screen with the Eleyo training website. The browser address bar shows 'training.ce.eleyo.com'. The page title is 'Youth Enrichment Survey I'. Below the title, there is a thank you message: 'Thank you for taking a few minutes to provide feedback about an after school enrichment program you recently participated.' The survey form consists of a table with 7 questions and 5 response options: Very Good, Good, Fair, Poor, and Very Poor. The 'Very Good' column is highlighted in blue. The survey is titled 'Youth Enrichment Survey I'.

Questions	Very Good	Good	Fair	Poor	Very Poor
1. How did the content of the program match the description?	☒	☐	☐	☐	☐
2. Did the fee or cost of the program have value?	☐	☒	☐	☐	☐
3. How was the Instructor's knowledge of the subject?	☐	☒	☐	☐	☐
4. Was the instructor prepared for the class?	☒	☐	☐	☐	☐
5. How was the Instructor's presentation of the material?	☐	☒	☐	☐	☐
6. Did the instructor generate student enthusiasm for the class?	☐	☒	☐	☐	☐
7. How was the punctuality in starting and ending the class?	☒	☐	☐	☐	☐

*Electronic survey sent from Eleyo
(viewed from user iPad)*



Prepare: Delivery

- Paper
- Survey Monkey
- Google Forms
- From the registration system (automated)

Confirmation Notes

Enter the building through the lower entrance, use security access code 12345# at the keypad, as doors will be locked and unattended. Access codes may ONLY be used for after school Community Education Youth class.

Send Confirmation Email

☐ Yes ☐ No

Send Reminder Email

☐ Yes ☐ No

Evaluation*

Youth Program Community Education Survey Winter & Spring 2017 - CE Youth Winter/Spring 16-17

Deliver On

05/03/2017

Add Evaluation

Communication set-up for a Course Section in Eleyo



Eleyo Community Education

Hello Robin

ADULT ENRICHMENT INSTRUCTOR EVALUATION FOR BOATING SAFETY

Info

Thank you for participating in one of our enrichment classes. We value your feedback. Please take 3-5 minutes to complete this survey to help us make our programs even better!

Take The Survey



Contact Info:

Address: 940 Hastings Ave
St. Paul Park MN 55071

Phone: (651) 768-5235

Email: laura.radtke@eleyo.com

Connect With Us:

[Our Website](#)

[Facebook](#)

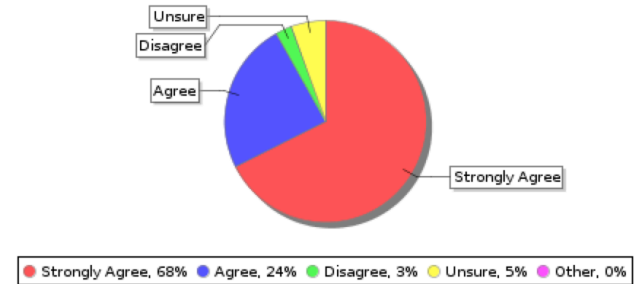
[LinkedIn](#)



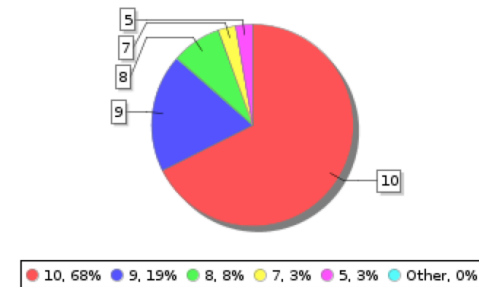
Collect and Assess

- Paper
 - Data entry
- Electronic
 - Automatically collected as responses come in
- Reporting
 - Transition answers to a report that makes sense

1.) The instructor was knowledgeable and knew how to work with my child.



2.) On a scale of zero to 10, with 10 being extremely likely, how likely are you to refer (School District) Youth Enrichment classes to a friend or family member?



Take Action

- Summarize and share results
- Make changes where needed
- Follow up



Thank you!

Robin Mattaini
Product Specialist, Eleyo



Additional Resources

- <http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design/>
- http://www.yukonwellness.ca/pdf/A_toolkit_for_community-based_program_evaluation.pdf
- <https://www.cdc.gov/healthyyouth/evaluation/pdf/brief21.pdf>

Sample Youth Before and After School Care Survey

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
1. My child enjoys coming to the program.	☐	☐	☐	☐
2. My child feels liked and respected by staff.	☐	☐	☐	☐
3. I feel welcome in the program.	☐	☐	☐	☐
4. Program staff are aware and responsive to my child's individuality and specific needs.	☐	☐	☐	☐
5. I feel assured that program staff are concerned for the well-being of my child.	☐	☐	☐	☐
6. Program staff are able to quickly locate my child when I arrive for pickup.	☐	☐	☐	☐
7. Program staff are aware of who is allowed to pick up my child.	☐	☐	☐	☐
8. An option to do homework is available most days.	☐	☐	☐	☐
9. When I enrolled my child I received documentation of program policies and procedures.	☐	☐	☐	☐
10. An orientation to the program was offered.	☐	☐	☐	☐
11. The program's schedule meets the needs of my family.	☐	☐	☐	☐
12. The program's fees are affordable.	☐	☐	☐	☐
13. Program staff keep me informed about the program schedule, upcoming events, activities and staff changes.	☐	☐	☐	☐
14. Program staff listen and respond to any ideas or concerns I may have.	☐	☐	☐	☐
15. I am invited to provide my feedback regarding the program and its policies.	☐	☐	☐	☐
16. Families are offered opportunities to help make decisions about the program.	☐	☐	☐	☐

17. The things I like best about the program are:

Sample Youth Enrichment Survey

	Very Good	Good	Fair	Poor	Very Poor
1. How did the content of the program match the description?	☐	☐	☐	☐	☐
2. Did the fee or cost of the program have value?	☐	☐	☐	☐	☐
3. How was the Instructor's knowledge of the subject?	☐	☐	☐	☐	☐
4. Was the instructor prepared for the class?	☐	☐	☐	☐	☐
5. How was the Instructor's presentation of the material?	☐	☐	☐	☐	☐
6. Did the instructor generate student enthusiasm for the class?	☐	☐	☐	☐	☐
7. How was the punctuality in starting and ending the class?	☐	☐	☐	☐	☐
8. How was the overall quality of the instruction?	☐	☐	☐	☐	☐
9. Please rate your satisfaction with the accessibility of the facilities.	☐	☐	☐	☐	☐
10. Please rate your satisfaction with parking at the facilities.	☐	☐	☐	☐	☐
11. Please rate your satisfaction with the cleanliness of the facilities.	☐	☐	☐	☐	☐

12. What were some of the strong points of the class and/or instructor?

13. What recommendations do you have for improving the course and/or instructor?

14. Would you recommend this class to someone else?

☐ Yes

☐ No

15. What NEW youth programs or classes would you like to see offered through Community Education?

16. Please share your class experience. We may use this testimonial in future publications?

17. How did you hear about this program?

18. The things I would change about the program are:

19. Please share any other comments.

20. On a scale of 1–10 how satisfied are you with your Before and After School Care experience? (10 being extremely satisfied, 1 being extremely unsatisfied.)

21. How likely are you to recommend Before and After School Care to someone? (10 being very likely, 1 being very unlikely)

Sample Youth Enrichment Survey (Short)

	Completely Agree	Somewhat Agree	Neutral	Somewhat Disagree	Completely Disagree
1. My child liked this class	☐	☐	☐	☐	☐
2. The instructor made this class a fun and educational experience	☐	☐	☐	☐	☐
3. The cost of this course was reasonable	☐	☐	☐	☐	☐

4. What aspects of this class do you think your child liked most?

5. Please share any general comments you or your child have about this class.

Sample Youth Enrichment Survey (Summer-Specialty)

1. How much did your child learn at Summer BLAST! Academic Adventures this summer?

- ☐ A lot
- ☐ A little
- ☐ Nothing

2. Being in Summer BLAST! Academic Adventures has helped my child: (please select all that apply)

- | | |
|---|--|
| ☐ Increase his/her social skills | ☐ Develop self-confidence |
| ☐ Become a better reader | ☐ Become better at math |
| ☐ Develop a love for learning | ☐ Like school more |
| ☐ Make new Friends | |

3. If your child did not attend Summer BLAST! Academic Adventures this summer, what would he/she have done?

4. Summer BLAST! Academic Adventure is:

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important

5. The instructor... (check all that apply)

- | | |
|--|---|
| ☐ cares about what my student learned | ☐ listened to my student's questions |
| ☐ was helpful | ☐ wants the best for my child |
| ☐ was indifferent toward the class | |

6. What other programs did you consider sending your child to this summer?