

Measuring Our Mission

Pilot Analysis – December 1, 2005

DATA RESULTS

In-take: 25 survey results

- 88% never used YWCA services before
- Of the 12% (3) of those who had, they had done so in the last year
- Of the 12%, 2 of them had been to DFS; the other Aquatics
- Top employment barriers mentioned:
 - Lack of childcare (32%)
 - Unstable housing (24%)
 - Lack of work experience/skills (24%)
 - Could not find work (24%)

Out-take: 32 survey results

- 97% reported a positive life change (1 indicated “no positive change”, but indicated that the services had “met expectations”)
- Top positive changes mentioned:
 - 72% reported feeling “better about myself”
 - 66% reported feeling “more confident”
 - 31% reported “learning something new”
- 3% indicated “I am more financially stable” (look for improvement here in follow-up survey).
- Expectations:
 - 58% indicated services “exceeded expectations”
 - 38% indicated services “met expectations”
 - 9% no answer

ANALYSIS

SURVEY IMPLEMENTATION (IMPACT ON SERVICE)

- Intake survey takes clients approx. 5 minutes to fill out (a few took longer). The effect is that they no longer have the time to browse job folder or resource center.
- Personal shoppers forgot to give out the survey, as indicated by the number of clients suited and the number of surveys completed.
- The out take survey generally takes a few minutes longer to complete. Suiting times are generally running a little over an hour. The effect is that personal shoppers sometimes don't have time to offer jewelry or this final part of the process is rushed.

CLIENT REACTIONS

- A small percentage of clients expressed a level of discomfort completing some of the questions related to not working (e.g. personal circumstances or work history, and substance abuse issue) as indicated by clients crossing out and then re-checking some questions and verbally in one instance. The effect is that they feel in order to receive our services they have to disclose personal information, which made a few feel uncomfortable.
- Some clients felt that all they do is fill out forms – first at the agency that’s referring them, then the DFS client referral sheet that is faxed to us, then one when they arrive.
- Mostly, clients were obliging and participatory
- On the Out-take form, Question 2, clients seemed a bit confused about how to indicate how DFS helped them get a new job – should they check “gained new skills” to convey this or “I am better able to care for myself/my family”?

DATA ENTRY

- Roughly 2 hours to do input and calculations (totals/percentages) for 25 intake surveys and 32 out-take surveys (some volunteers forgot to give the 1st survey). This does not include in-depth analysis.
Est. time per month on an average of 50 intake survey and 50 outtake surveys: 4-5 hours.
- Current spreadsheet needs to be adjusted somewhat so that headers are visible when working low down on the spreadsheet and that it totals automatically.
- Match columns (A,B,C etc) with the specific responses to the questions (ie. “If yes, what type of positive change?” gives the box then A I fell better about myself, B I learned something new) to reduce data input time.
- On the spreadsheet correlating with In-take form, Question 5, had a column for the Yes and No response, so that we can see totals of those who have not worked for a period of two weeks or more.

Lily’s question 1: What did we learn about the client's success(es) or lack of success(es) based in the information generated from these questions.

- Lack of childcare is a major employment barrier for our clients.
- The other top barriers (24%) were related to housing and work availability/skill development.

Lily’s question 3: Would we build in our program services based on what we learned?

- The above results indicate we could increase value to our customers by cross marketing our childcare and transitional housing services to DFS clients. We should look into raising scholarship funds for childcare, if “affordable” childcare is an issue. (See recommendations, below).
- Women wrote in what they wanted and it boils down to two things:
 1. More support in their career development (“help me get a better-paying job,”

wrote one client)

2. More confidence/moral-boosting support

These needs could be addressed through referral partners or internally.

Lily’s question 4: Are the responses helping us perceive the mission impact? If not, can we see any improvements to help us get that information?

- In terms of empowering women, the responses from DFS clients is that we are making a difference for the positive in how they feel about themselves.
- In terms of the mission of DFS (i.e. helping women get jobs), Isla doesn’t feel that we are really capturing that in the out-take. We need something about whether she feels her chances for employment have increased as a result of receiving our services. Obtaining employment would also be measured if a follow-up survey were performed.

RECOMMENDATIONS

- In-take:
 - Question 2, Consider how YWCA will use this information. Will it be used regularly? If so, change “Between 5 and 10 years ago” to “Between 6 and 10 years ago”
 - Question 4, clarify how we would use data on services used, but which we no longer offer, e.g. clothes closet, N.E.W.
 - Question 5, consider adding the following options:
 - Under “personal circumstances, add “Incarcerated” (roughly 15% of our clients)
 - Under “otherwise occupied” add “provided full time childcare to my family”
 - Question 5, alter option F to read “Lack of *affordable* childcare”
- Out-take
 - Question 2, consider adding “I have an improved ability to obtain employment”.
 - Question 4 seems to be to be the most critical question in terms of program development and program referral, therefore why not have pre-set options for clients, such as employment counseling/coaching, job retention, career advancement, peer-support career small group, small loan, transitional housing, etc. That way the person who is doing data input can flag those surveys in which clients have expressed an interest in the other program areas so we can follow up with them.
- Technology used should maximize ease of use for data entry (see comments above).
- Consider numbering surveys to facilitate checking data accuracy.
- Consider the time necessary to perform data entry in work assignment and staffing decisions. We must have a strong ability to perform this important task accurately, consistently, and completely for this effort to be successful.

- We did not use the Follow-Up form in this analysis. Our opinion is that questions 3-5 do not provide sufficient value for DFS to be included in the survey. We also have concerns about how to implement this successfully (by phone or mail). This has obvious implications on staff time, and we would need a % goal for what is reasonably successful in terms of response rate (What to the statisticians say this is?). Questions 1 and 2, when combined with a question identifying achievement of employment (including #hours worked per week), would be valuable for DFS.