

BRINGING IT ALL BACK
HOME:

How to Close the Loop With Your Clients

Fund for
SharedInsight
*Philanthropy.
Open for improvement.*

May 2018

BRINGING IT ALL BACK HOME:

How to Close the Loop With Your Clients

What's the

most unanticipated,
out of the box,
or funniest

feedback you have received from clients?

How to Close the Loop with your Clients

Agenda

- Conversation with Our House & Second Harvest Food Bank
- Tips for Closing the Loop
- Table Exercise
- Debrief & Close

Listen for Good Process



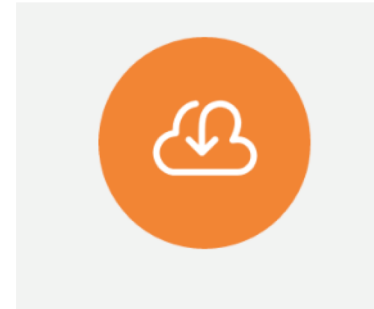
Step 1:
Survey Design



Step 2:
Survey Administration



Step 3:
Interpreting Results



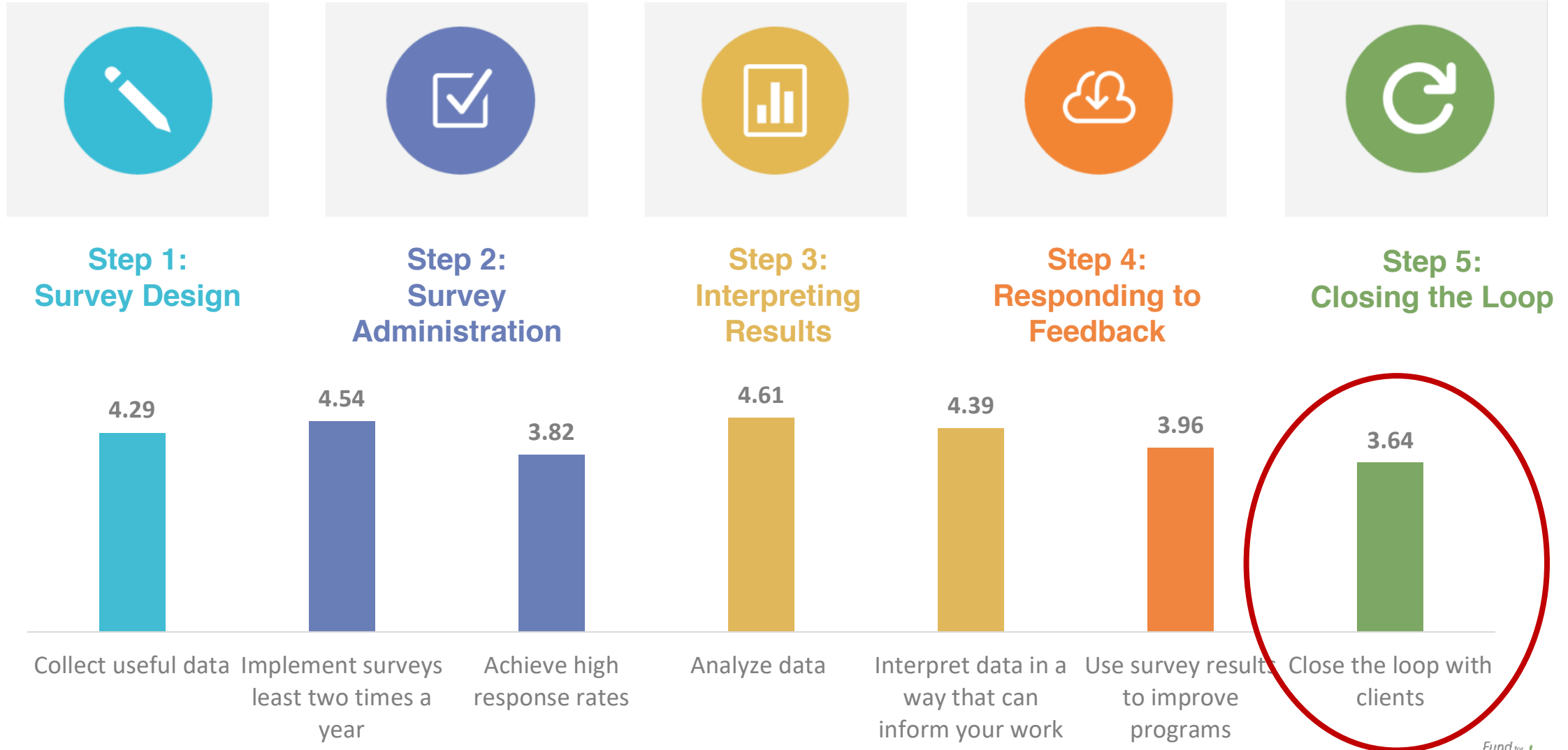
Step 4:
Responding to Feedback



Step 5:
Closing the Loop

Sharing results back with clients

How would you rate your ability to do the following today?



A conversation with...



Amy Kaiser
*Director of Programs
Second Harvest Food Bank
of Santa Clara and San
Mateo Counties
San Jose, CA*



Joy Reynolds
*Grants Manager,
Our House
Little Rock, AK*



REMEMBER
TO LET YOUR **VOICE BE HEARD**
DURING :



Give us your feedback on the Career Center, Little Learners, and Our Club! Surveys will be available in the Children's Center and the Career Center!

MON. JULY 25TH
-
FRI. JULY 29TH

SPEAK PROUDLY. SPEAK BOLDLY. SPEAK UP!

Please note: Your participation in this survey will be completely **anonymous** & **will not** impact your eligibility to further participate in Our House's programs



SECOND HARVEST FOOD BANK
of SANTA CLARA and SAN MATEO COUNTIES








Double-sided Flyer

Milpitas Family Harvest

Thank you for taking the Listen for Good survey. You told us there are a few key things you'd like to see changed. Second Harvest Food Bank heard you, and we want to make your experience at Milpitas Family Harvest better. We are excited to start making improvements in February.

Highlights from the survey results:

CATEGORY	RATING
 Good check-in process	★★★★☆
 Happy with wait time	★★★☆☆
 Happy with language spoken to me	★★★★☆
 Site meets my needs	★★★★☆
 Feel respected	★★★★★

During February through April, Second Harvest will begin to make some of these changes at your site:



IMPROVED CHECK-IN PROCESS

Improve your appointment or check-in process to reduce the time you have to wait for your turn, and to help you get through the process faster



STREAMLINED FOOD DISTRIBUTION

Change to a "farmers' market style" of handing out produce instead of pre-bagging it, so that we can start the distribution faster



LEADERSHIP DEVELOPMENT

Work with site leaders to refresh expectations and provide more training



CUSTOMER SERVICE

Refresh volunteer expectations and provide customer service training



CULTURAL SENSITIVITY

Provide cultural sensitivity training to help volunteers understand how their behavior can look different to people from other cultures; and recruit more volunteers from different cultures

Thank you for taking the survey. We value your feedback, and we look forward to checking in with you again after the above changes are made.



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Career Center

What should we do?

What does it say?



- more workshop
 - catered to wealth & wellness
 - more staff
 - look into partnering w/ temp services
 - more felon friendly

doing just fine

reliability in staff
 → more staff

+ more staff
 → more employment

child care at night
 max partnerships
 felon friendly

Positive "doing well"
 job holding

(+) 57% extremely safe

(-) 1/3 of people are saying no lock of screening

(+) Overall generally high satisfaction

(+) 90% feel respected

(-) 4% negative = not feeling respected

(+) Almost 80% satisfaction for needs met

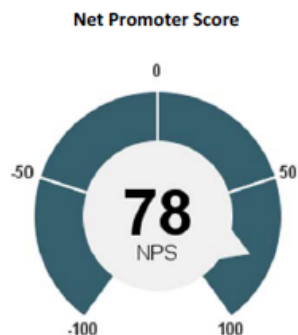
(+) Over 60% Satisfied

(+) Generally positive

(+) high

Career Center Survey Summary

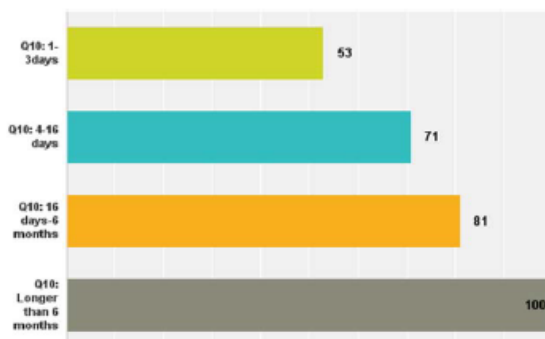
July 2016



What is the Career Center good at?

Support Tasks Providing Budgeting Skills Taking
Resources Strengths
Helping People Clients Job Enhancing
Career Assisting Needs Successful Making
Money

NPS was significantly tied to length of enrollment.



Data Summary

The Career Center survey was taken by 87 clients, the majority of whom had been enrolled in the CC at least 16 days (62%). In the past year, 60% were part of OH residential programs and 22% had participated in CAFSI. Responses were exceedingly positive: 74% feel the CC program has met their needs very well or extremely well and 70% reported it has made a large or extreme positive difference in their lives. 70% feel they are always treated with respect by Career Center staff. Two clients reported they were never or only rarely treated with respect by staff. Women were more likely than men to stay enrolled in the program. Clients reported highest satisfaction with resume and job skills needs (4.23/5) and saw the most room for improvement in meeting their health & wellness needs (3.87/5).

Community Council Recommendations

1. More employment coaches to provide more one-on-one attention
2. More felon-friendly partnerships
3. Partnerships with temp services
4. More health and wellness workshops
5. Childcare at night

Career Center Action Plan

Based on the Speak-Up Week Survey results and the Community Council Recommendations

Objective A: Increase one-on-one time between clients and Employment

Coaches—Addresses Community Council recommendation 1

- The Career Center will improve training for our Employment Coach Americorps members to ensure that they are skilled in assisting clients to find jobs, empowered to spend more one-on-one time with clients, always practicing and modeling great customer service skills, and dedicated to cultural competence and sensitivity. We feel confident that when fully staffed, the Career Center has the appropriate number of team members to meet the current demand.
- We will make edits to our Employment Coaching tracking spreadsheet to allow Employment Coach Americorps members to more clearly and easily track their one-on-one meeting times and outcomes.

Objective B: Expand our Employer Alliance program and increase client access to fulltime jobs

—Addresses Community Council recommendations 2 and 3

- The Career Center will work diligently over the next year to further build our Employer Alliance by adding at least 10 new members. This will allow us to offer more employer partners, felon-friendly employers, training opportunities, and other job placements.
- The Career Center will host quarterly, on-campus job fairs starting this fall. This will become a part of the annual calendar.
- While we understand the ease that temp services can have for clients finding jobs, we feel like this type of employment falls outside of the Our House strategic priority to help clients maintain jobs and to find high paying, family supporting jobs and career paths. Instead, we will continue to focus our efforts on creating employer partners that will hire clients quickly and will pay them appropriately.

Objective C: Provide more health and wellness programming for Career Center clients

—Addresses Community Council recommendation 4

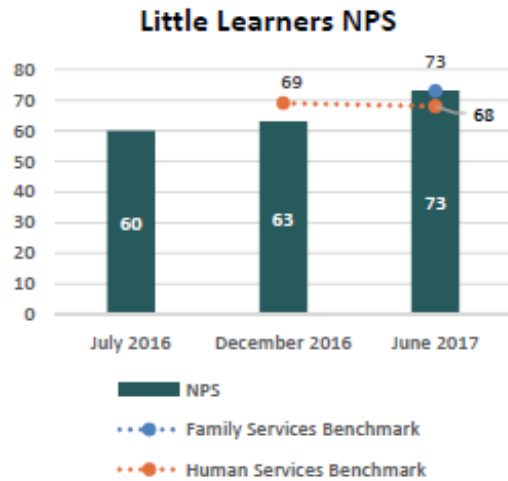
- We are currently recruiting a Health and Wellness VISTA to increase our programming. This person will be responsible for recruiting volunteers to lead programming, securing any in kind donations required for this programming, designing and piloting new curriculum, and piloting the new programs focused on food and healthy eating.
- The Career Center, starting in September, is rebranding our offerings into new categories. These will include- Education, Employment and Training, Health and Wellness, and Financial Empowerment. We feel like these more accurately represent the services happening in the Career Center and will help clients access them more easily.

Objective D: Provide evening childcare

—Addresses Community Council recommendation 5

- Starting in September, the Career Center will be able to offer childcare mixed with concurrent programming for children ages 0-17 during our evening offerings. This will be led by a team of BSW interns and overseen by our Director of Client Services. We are looking to roll out sign up procedures, schedule of events, and other details September 7, 2016. We have also recently begun evening programming for some of our larger Career Center programs including Be Your Child's Best Advocate, Parenting Support Group, and Health & Wellness Day. This is a paid position that helps manage volunteers and ensure safety for the children in care.

Little Learners Survey Summary June 2017

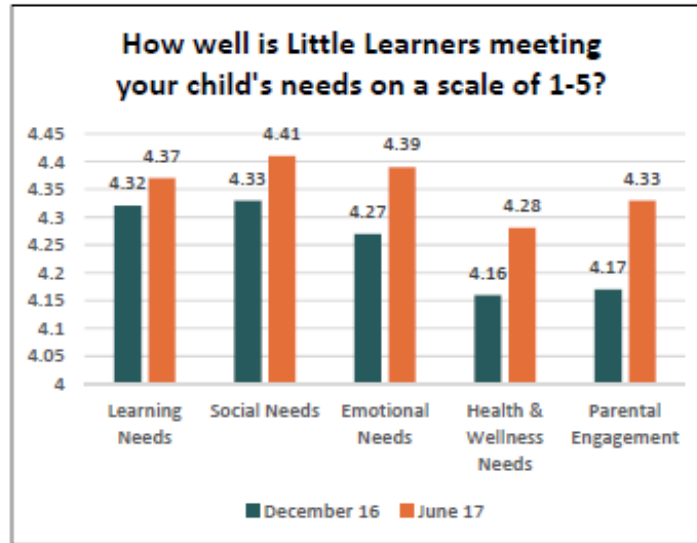


Data Summary

The Little Learners (LL) survey was taken by 47 parents and guardians of current LL attendees. 9% of survey-takers' children had been enrolled in LL less than 16 days. 74% of respondents' children had been enrolled in LL longer than 6 months. 32% attended the Career Center in the last year, 19% lived at Our House in the last year, and 23% participated in CAFSI in the last year. Responses were positive: 87% reported that LL made a large or extreme positive difference in their lives (the

What is Little Learners good at?

Parents Care Child Nurturing and Attentive
 Loving Taking Children Providing Kids
 Family Teaching Education



Community Council Recommendations

1. Staff should not be on their cell phones, but should be

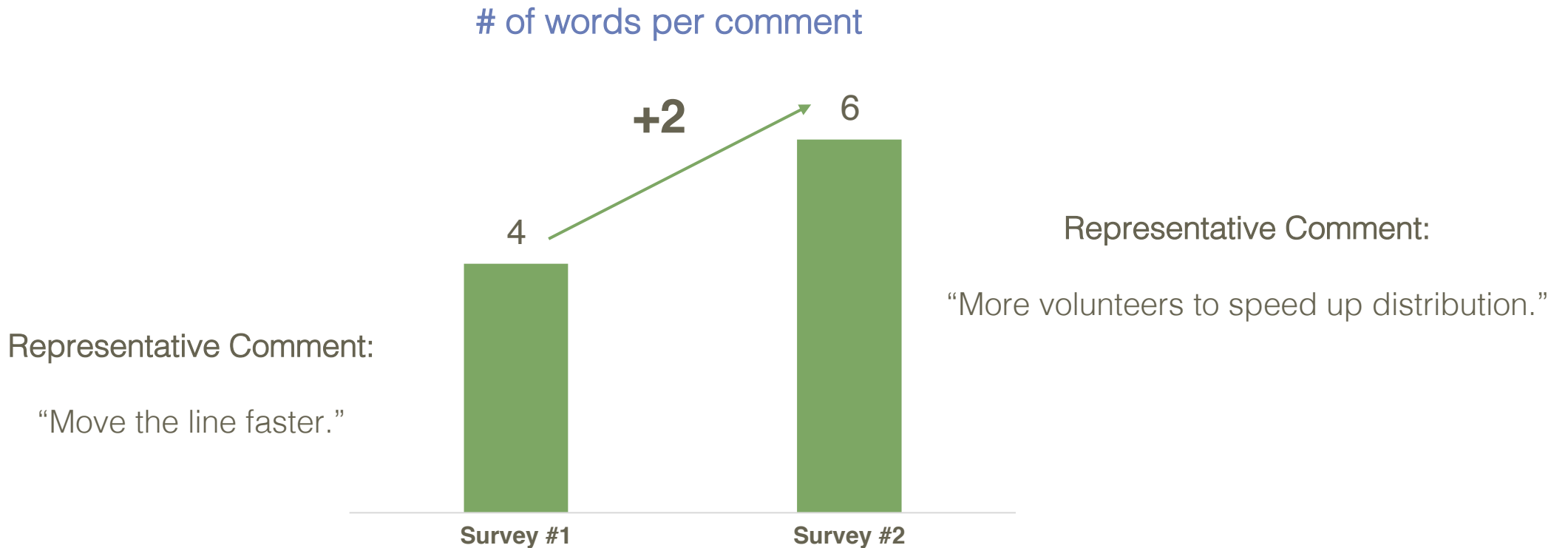


SECOND HARVEST FOOD BANK
of SANTA CLARA and SAN MATEO COUNTIES



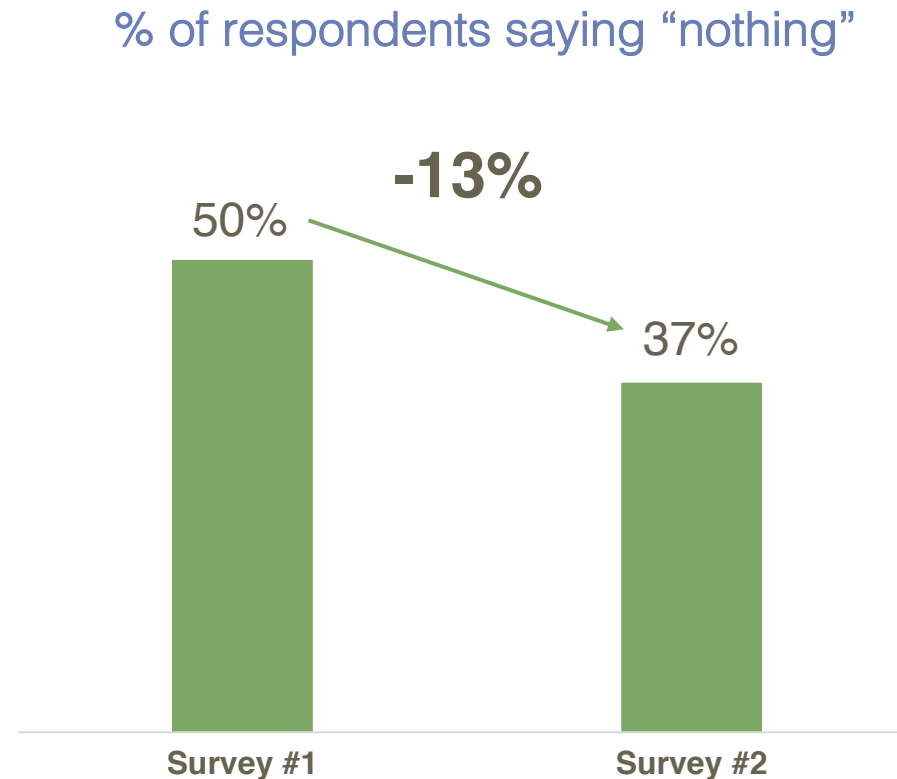
More detailed feedback after closing the loop

*“What is Second Harvest good at?
What could Second Harvest do better?”*



More critical, actionable feedback after closing the loop

“What could Second Harvest do better?”



Tips for Closing the Loop

HOW

WHAT

WHEN

CONTEXT
is Key!

How to Close the Loop

HOW

- Approach - announcement or discussion? Both?
- Method – how do you currently communicate with clients?

WHAT

WHEN

How to Close the Loop



One-Way
Communication



Engage in
Discussion



- Distribute flyer or handout
- Put up posters
- Display on TV monitor at site
- Send a text or email
- Create a short video
- Put up a webpage

- Host group meeting
- 1:1 conversations
- Focus groups

FLYER: A Step Ahead Foundation

A STEP AHEAD

What you said we could do better:



Improve how we communicate who we are and what we do.

What we're doing about it:

Connect with us!

 @astepahead_mem

A Step Ahead Foundation 

 @astepaheadfoundation

@astepahead_mem 

www.astepaheadfoundation.org

WEBSITE: Nurse Family Partnerships

WHAT WE LEARNED

You said you want to be able to meet other moms.

Click to Flip []



WHAT WE'RE DOING

Yes! **Great idea.** NFP will continue to provide ideas to local NFP agencies about how to bring moms together. Plus, we are working on a FB page just for moms.

Until then, join NFP's **online community**.

Click to Flip []



GAME: PACE for Girls

All about the survey	Things that PACE could do better	Things that girls like	Things that girls want	PACE environment
100	100	100	100	100
200	200	200	200	200
300	300	300	300	300
400	400	400	400	400
500	500	500	500	500

How to Close the Loop

HOW

WHAT

- Messaging: keep it short, simple, relevant, action-oriented!

WHEN

What are your key messages?

One-Way Communication

Sample Message

- *We're responding to your feedback by...*
- *Thank you...*
- *We heard you say...*
- *We learned...*
- *We can't make this change at this time due to...*

Engage in Discussion

Sample Message

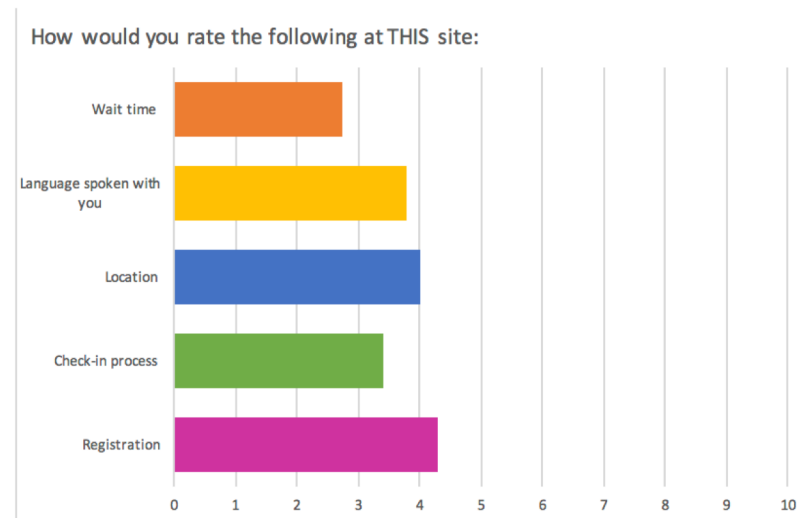
- *What are your reactions?*
- *How do you interpret this finding?*
- *What are your ideas for helping us improve?*
- *How might we share back to other clients?*

Messaging: Right-size your information!

SURVEY DATA RESULTS

The survey was administered with clients who visited the Metro Health Center between May and September 2017. A total of 150 clients shared their feedback through English and Spanish versions of the survey.

You told us the following:



We plan on making improvements based on your feedback. We will start by rolling out a faster way to register when you arrive. Our greeters will attend regular trainings on how to serve bilingual and non-English speaking communities.

Messaging: Right-size your information!

THE
URBAN
FOOD BANK

How you rated us:



**Satisfaction
with wait time**



What we're doing about it:



**Streamlined
pick-up process**

We're pre-bagging food so you
can **quickly** move through the line

LISTEN for GOOD

If you have any questions or comments, please contact us
at 617-222-1675. We'd love to hear from you.

How to Close the Loop

HOW

WHAT

WHEN

- Timing: don't wait too long!

“Just do it!

The first time is hard, not sure why, possibly overthinking...and worrying that your actions might not resonate after all. But people are so grateful to be shared back with...”

Questions?

TABLE EXERCISE

End



How to Close the Loop

HOW

- Approach – announcement or discussion? Both?
- Method – Leverage existing communication channels!

WHAT

- Messaging – keep it short, simple, relevant, action-oriented!

WHEN

- Timing: don't wait too long!

TABLE DISCUSSION

*How did you close the loop & why?
Reactions from other group*

End



DEBRIEF & QUESTIONS

RESOURCES

Flyer template

Download this template



Focus Group Discussion Guide

Focus Group Discussion Guide

This guide helps you discuss potentially confusing or conflicting results with constituents to better understand their responses.

Gathering perspectives from your constituents in a focus group setting will help move you down the path to acting on your results.

Overall Instructions / Set Up

- Think carefully about who leads the focus group or discussion and make sure it is someone with whom clients will feel comfortable being critical and candid. Less senior is sometimes better.
- Be genuine and non-defensive in tone.
- Consider sharing a few slides / examples of data responses.
- Bring printed out copies of the survey so constituents can reference the questions.

Introduction

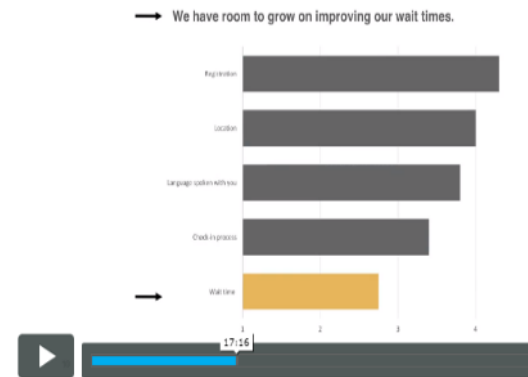
- Re-introduce the purpose of the survey.
- Thank constituents for taking the time to complete it and helping the organization. Explain how valuable their feedback is to the organization and where you are in responding to the feedback.

NPS Question

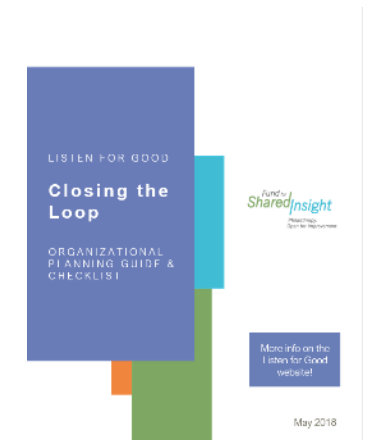
The first question on the survey asks about how likely you would be to recommend our organization. XX% of those who responded said they would.

- Does this seem high or low to you?
- As you answered this question, what influenced your decision to recommend or not recommend the organization?

Webinar with Data Viz Tips



Closing the Loop Checklist



All can be found at <http://www.listen4good.org/> website!

Thank you!