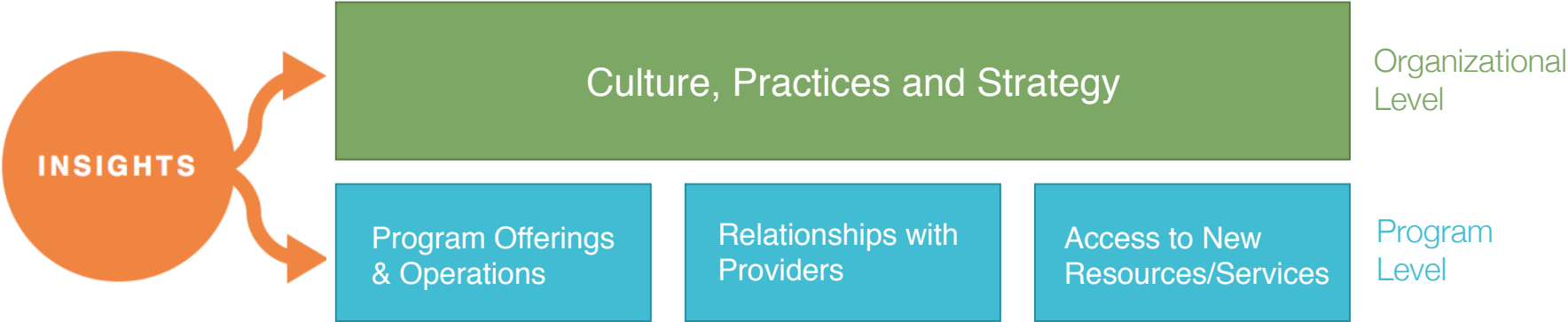LISTEN FOR GOOD

Feedback: It Has to Change You

Fund for Shared Insight

Philanthropy.
Open for improvement.

May 2018

USING DATA TO INFORM PROGRAMMATIC AND CULTURAL CHANGES

CONSERVATION CORPS NORTH BAY
A path to a better future.

Location: San Francisco's North Bay

Target Population: Opportunity Youth

Budget: $7M

Staff: 50 permanent, 90 transitional

Industry / Social Enterprises: Transitional employment / resource conservation and zero waste management
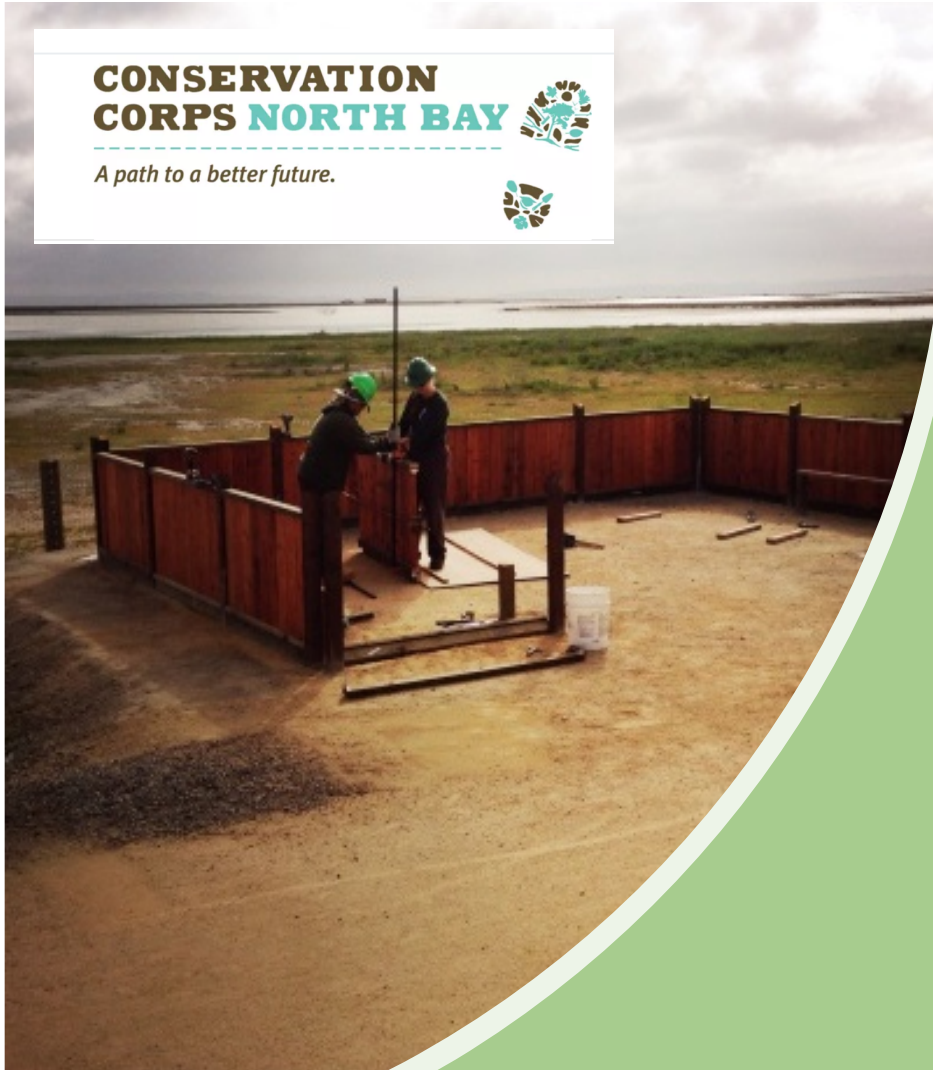
Survey Scope

- 125 unique individuals annually

- 80% return
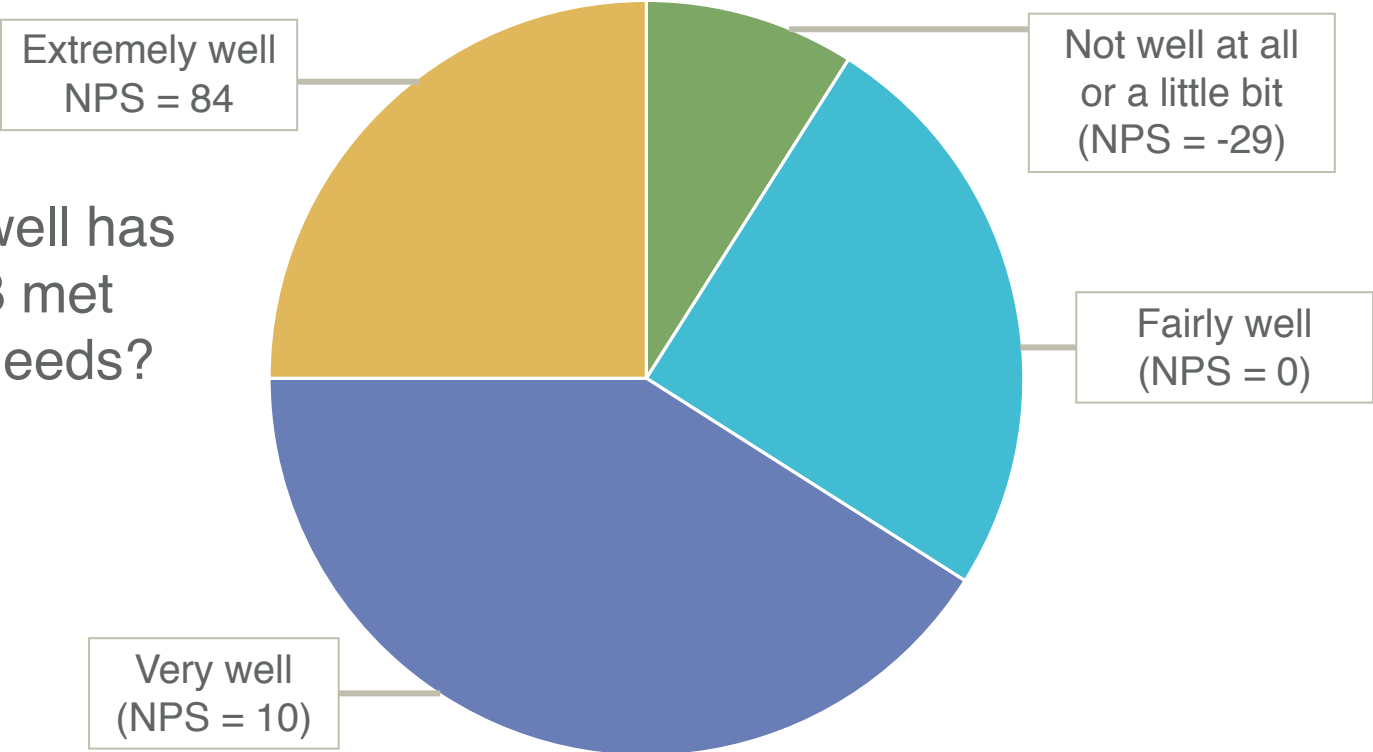
- 3 cycles, with quick cycle turnaround

Method

- Survey in English and Spanish

- Directly on computers (on-site lab)

- Shared data placemat, with staff, board, funders and youth

- Dialogue post survey and post implementation (of changes)

SURPRISING TRENDS

How well has
CCNB met
your needs?

Extremely well
NPS = 84

Not well at all
or a little bit
(NPS = -29)

Fairly well
(NPS = 0)

Very well
(NPS = 10)

LEARNINGS AND RESPONSE

CONSERVATION CORPS NORTH BAY
A path to a better future.

Learnings	Short Term Response	Long Term Response
• People want more job options and career pipelines • Better coordination and info about projects and their timelines • Better trained crew supervisors • Most interesting projects	• Tier system to incentivize progression accompanied by a pay raise • Incorporated field education into all of our projects	• Used responses to leverage funding to: • Create more diversified, meaningful projects • Pilot a supervisor training program

6

Fund for
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The Village

860-236-4511 | www.thevillage.org

Location: Hartford, CT

Target Population: At risk families and children

Budget: $33M

Staff: 450

Focus Areas: Behavioral Health, Foster Care, Family Preservation, Residential Treatment,

Fund for
Shared Insight

860-236-4511 | www.thevillage.org

Survey Scope

- Surveyed 7 programs
- 10 collections over 2 years
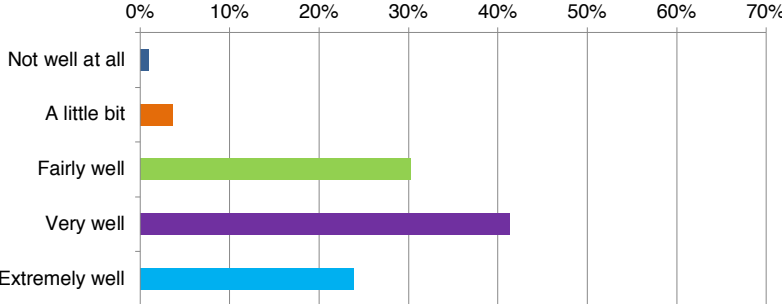- About 1200 surveys collected cumulatively

Method

- Administered via tablet, paper, and smartphone
- Administered by front desk staff and in-home providers
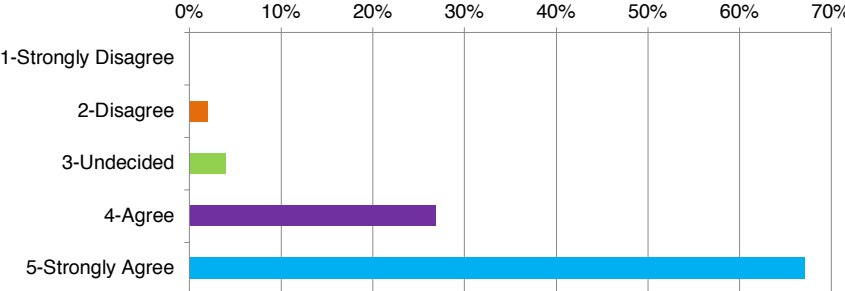- Both English and Spanish versions

MAKING DATA ACTIONABLE: MEETING CONSTITUENT NEEDS

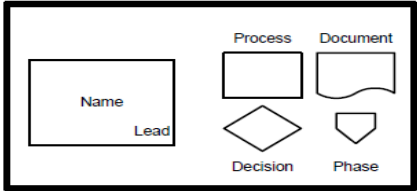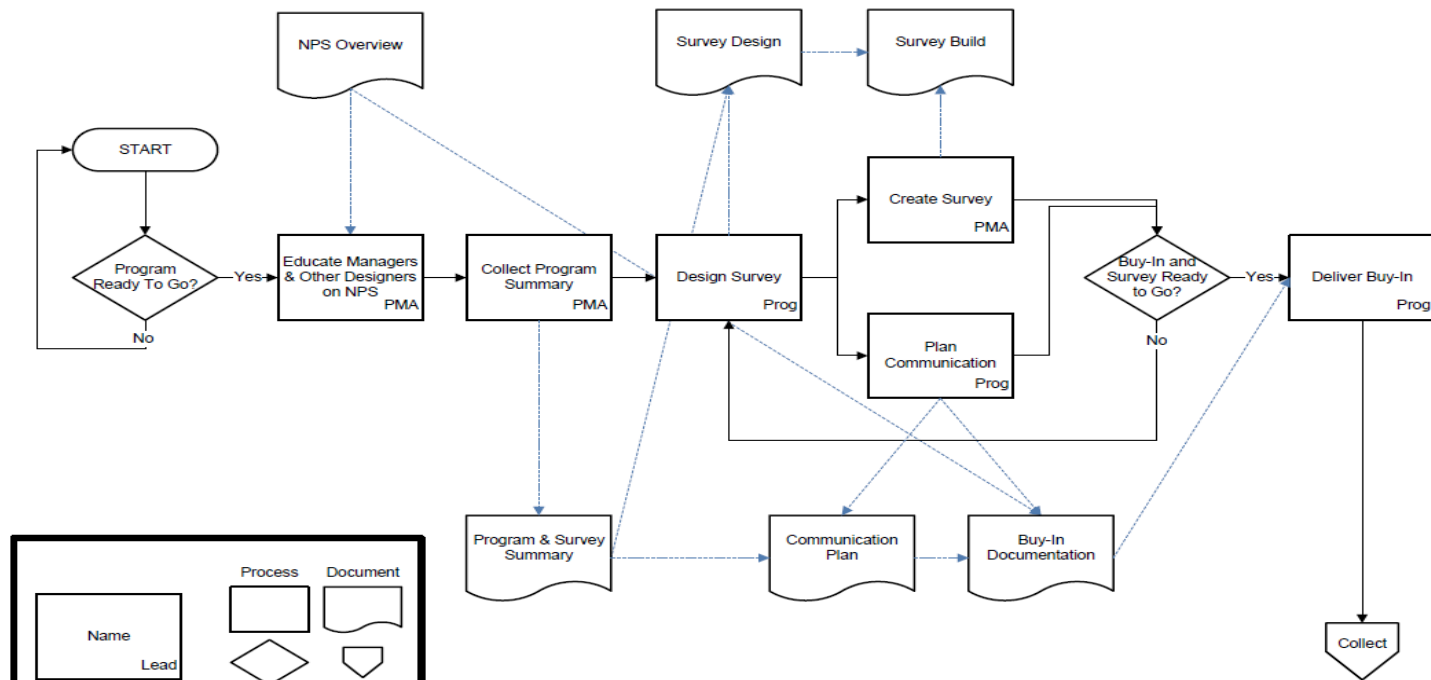**Survey Question, "Overall, how well has The Village met your needs?"**

Not well at all	
A little bit	
Fairly well	
Very well	
Extremely well	

(x-axis: 0% 10% 20% 30% 40% 50% 60% 70%)

YSS-F Question, "My family got as much help as we needed for my child"

1-Strongly Disagree	
2-Disagree	
3-Undecided	
4-Agree	
5-Strongly Agree	

(x-axis: 0% 10% 20% 30% 40% 50% 60% 70%)

- Better to survey clients during the service experience vs. after
- Embracing the variation in L4G data led to a focus on "passives" and "bite size" improvements

Fund for SharedInsight

Prepare Phase

NPS Process
3 to 4 weeks

NPS Overview

Survey Design

Survey Build

START

Program Ready To Go?

Yes

No

Educate Managers & Other Designers on NPS

PMA

Collect Program Summary

PMA

Design Survey

Prog

Create Survey

PMA

Plan Communication

Prog

Buy-In and Survey Ready to Go?

Yes

No

Deliver Buy-In

Prog

Program & Survey Summary

Communication Plan

Buy-In Documentation

Collect

Name

Lead

Process

Document

Decision

Phase

Pair Share - 10 min

- What resonates most with you from the two case studies?

- What similar or different challenges have you faced in:
  - making programmatic changes based on feedback?
  - getting your organization to embrace feedback?

Fund for
Shared Insight

Form a "Group of 4"- 10 min

- Summarize your discussion about:

- What similar or different challenges have you faced in:
    - *making programmatic changes based on feedback?*
    - *getting your organization to embrace feedback?*

RESOURCES

Template for Sharing Results
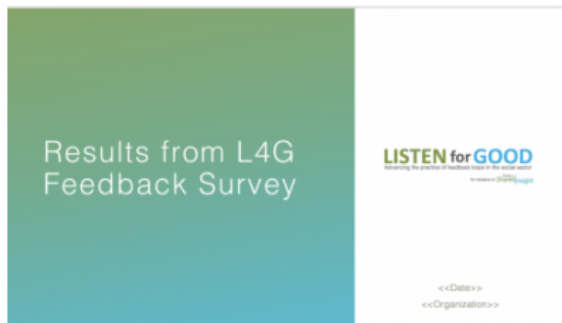
Facilitation Guide for Responding to Feedback

Steps 4& 5: Checklist New!

Results from L4G Feedback Survey

LISTEN for GOOD

<<Date>>
<<Organization>>

Suggested Discussion Questions

Identifying Themes In Your Data

- What were your primary reactions to the data?
  - What was surprising about the data? Confirming?
  - How did the data make you feel?
- Are any sub-groups of clients having a discernably positive or negative experience?
- How does this feedback align with or challenge other data that we are seeing in our work?
- What additional questions do these findings raise? How might we answer those questions?
- What are 2-3 takeaways raised by this data?

Responding to Data

- What are the implications of the data – for program or for the organization? These implications could include changes to: physical space, schedules/hours, clarity of communications, internal processes, staff roles, organizational culture/ norms/ rituals.
  - What are some **simple changes** we could make right away to show constituents we heard them?
  - What changes would be **harder**, or would **take longer** but are worth doing?
  - Are there **broader strategic questions** about our approach or theory of change raised by this data? Let's track those.
- What resources, if any, might we need to make changes?

Step 4: Responding to Feedback Checklist

2. MAKE CHANGES BASED ON FEEDBACK

☐ Determine in which area(s) you want to make changes

www.listen4good.org