ESL 2016 Stakeholder Satisfaction Survey Executive Summary

Introduction

Easterseals Louisiana, Inc. (ESL) strives to provide leadership, promote managerial and workforce excellence, and foster a culture of accountability and teamwork. Additionally, ESL's strategic plan greatly emphasizes improving communications throughout the organization, as well as enhancing the quality of services provided.

ESL implemented a statewide stakeholder survey to obtain an assessment of stakeholder satisfaction by gathering data on how stakeholders felt about ESL's service quality.

This survey assessed engagement by examining the following areas:

- Recommending/Referring Individuals
- Service Quality/Effectiveness
- Relationships with ESL Representatives

The overview provided in this report is designed to be helpful to the organization. It may be used as a guide to begin a process of discussion and dialogue that can result in improving stakeholder relations. The primary audiences for this report are all ESL stakeholders and ESL's Executive Team, whose purpose is to provide leadership in agency functions and strategic development for the business operations and growth of the organization.

The next steps will be to prepare strategies to strengthen what is working, and to address areas of need. The information gathered will enable ESL to further its strategic goals outlined in its current strategic plan. This survey is implemented annually as a means to keep a pulse on the status of stakeholder satisfaction with Easterseals Louisiana, as well as a means of identifying areas of service improvement.

Methodology

The 2016 Stakeholder Satisfaction Survey was designed to establish a of measurement of stakeholder satisfaction across the organization statewide.   Survey items appeared as statements and/or questions for which respondents were instructed to select from a three (3) point scale of agreement.

The items selected for this survey are standard stakeholder satisfaction items. Important to survey development and interpretation is the level of reliability of the items that make up the survey and its subscales. **Ultimately, ESL strives to satisfaction percentages in the ninetieth (90th) percentile or higher.**

Survey Administration

The survey was administered electronically via SurveyMonkey to ESL stakeholders, including funders, providers as well as organizations or individuals that ESL collaborates with in the community. The survey period was active from October 21, 2016 through November 18, 2016. The survey sample included stakeholders identified by ESL Project Managers during the survey period, approximately 217 individuals. Weekly emails were sent out to stakeholders and providers serving as a reminder that the satisfaction survey had been distributed in hopes of increasing the return ratio.

Of the 214 stakeholder that received the survey, 77 responded to the survey for an overall response rate of 36.0%. This number increased twenty one (21) percentage points from the number of respondents to 2015's satisfaction survey. It should be noted that the satisfaction survey was distributed to 217 individuals in 2016, compared to 395 individuals in 2015.

Summary of Key Findings: Agency Recommendation/Referring Individuals for Services

Table 1 displays the percent agreement for all respondents to survey statements regarding "Recommending ESL to others/Referring Individuals to ESL". While reviewing data gathered, it was noted that 96.1% of respondents stated that they were very to moderately likely to recommend ESL services to people that they know. Comparing this percentage to the 2015 data, it was shown that there was an increase in satisfaction in this area (+4.58).

It was also identified while reviewing the data from this section that 68.83% of respondents are very likely or moderately to refer individuals to ESL for services. It was also noted that 20.78% of respondents selected 'N/A' to this question.

Compared to the 2015 data, there was an increase in the percentage of individuals who refer individuals to ESL for services (+.30).

Table 1: Agency Recommendation/Referring Individuals for Services

Survey Items:	All Respondents				Compared to 2015 Data
Question	**% Very**	**% Moderately**	**% Not**	**% Very/Moderately Combined**	**+/-**
How likely are you to recommend Easterseals Louisiana Services to people you know?	67.53%	28.57%	3.90%	96.1%	+4.58
	% A lot	**% Some**	**% None**	**% A lot /Some/NA Combined**	**+/-**
How often do you refer individuals to Easterseals Louisiana services?	23.38%	45.45%	10.39%	89.61%	+.30

Summary of Key Findings: Service Quality and Effectiveness

Table 2 displays the percent agreement for all respondents to survey statements regarding "Agency Service Quality and Effectiveness". While reviewing data in this section it was noted that 92.11% of respondents felt that ESL's services were about the same or better when compared with others, which was a -1.11 point decrease from 2015.

In reviewing data relating to service effectiveness, it was identified that 93.51% of respondents felt that ESL was more effective or about as effective when compared to other organizations. When compared to the 2014 data it was noted that there was a +1.98 point increase in this area.

Additionally, it was noted that 100% of respondents felt that it was very to moderately easy to find information about ESL.

Table 2: Service Quality and Effectiveness

Survey Items:	All Respondents				Compared to 2015 Data
Question	% Better	% About the Same	% Worse	% Better/About the Same Combined	+/-
Compared to other services like Easterseals Louisiana, is our service quality better, worse or about the same?	40.79%	51.32%	7.89%	92.11%	-1.11
	% Very	% Moderately	% Not	% Very/Moderately Combined	+/-
Compared to other organizations like ours, how effective is our organization?	42.86%	50.65%	6.49%	93.51%	+1.98
How easy is it to find information about Easterseals Louisiana?	66.22%	33.78%	0.00%	100%	N/A

Summary of Key Findings: Relationship to Representatives from Easterseals Louisiana

Table 3 displays the percent agreement for all respondents to survey statements regarding their "Relation with Representatives from Easterseals Louisiana". In reviewing data gathered in this section it was noted that 98.67% of respondents felt that it was very to moderately easy to get along with representatives from ESL, which was a +3.75 increase when compared to the 2015 data.

While reviewing information relating to respondents overall experience with ESL, it was determined that 96% of respondents were very to moderately satisfied with their experience working with ESL, an increase of +4.48 points when compared to the 2015 data.

Additionally, there was a +4.11 point increase in respondents who felt that representatives from ESL answered their questions very well (97.33%; very to moderately satisfied).

**Table 3: Relationship to Representatives from Easterseals Louisiana**

Survey Items:	All Respondents				Compared to 2014 Data
Question	% Very	% Moderately	% Not	% Very/Moderately Combined	+/-
How easy is/was it to get along with representatives at Easterseals Louisiana?	74.67%	24.00%	1.33%	98.67%	+3.75
Overall, how satisfied are you with your experience working with Easterseals Louisiana?	80.00%	16.00%	4.00%	96.00%	+4.48
How well do the representatives at Easterseals Louisiana answer your questions?	60.00%	37.33%	2.67%	97.33%	+4.11

While reviewing information included in the narratives of Question 11 (What changes would most improve our services?) the following trends where identified:

- A lower number of respondents felt that improvement could be made in enhancing Support Coordinator knowledge through additional training (5% of total respondents; a 12% decrease when compared to the 2015 results).
- A lower number of respondents felt that improvement could be made to assist in enhancing communication (14% of total respondents; a 10% decrease when compared to the 2015 results).
- Only 4 % of total respondents felt that there could be improvement with time management and turnover reduction within the agency.

Summary of Key Respondents:

The table below identifies the location of the survey respondents:
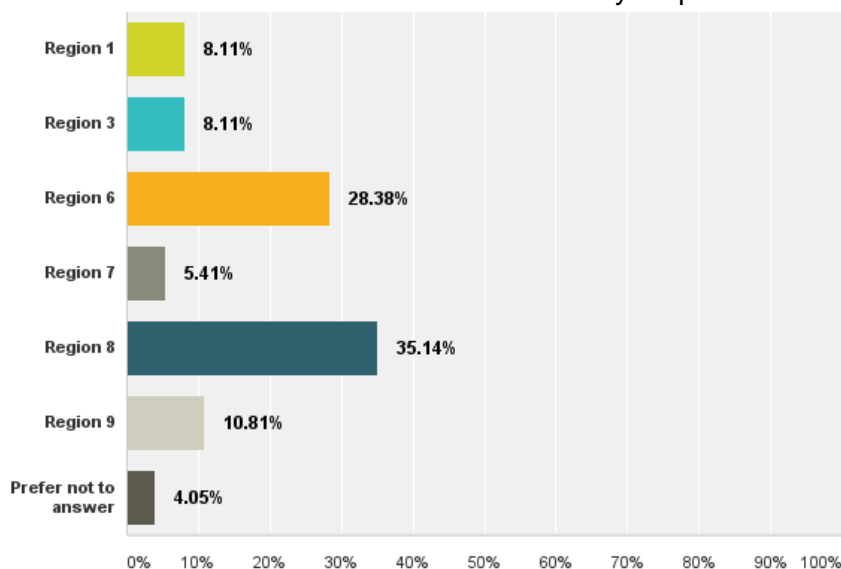
The table below identifies the type of the survey respondents:
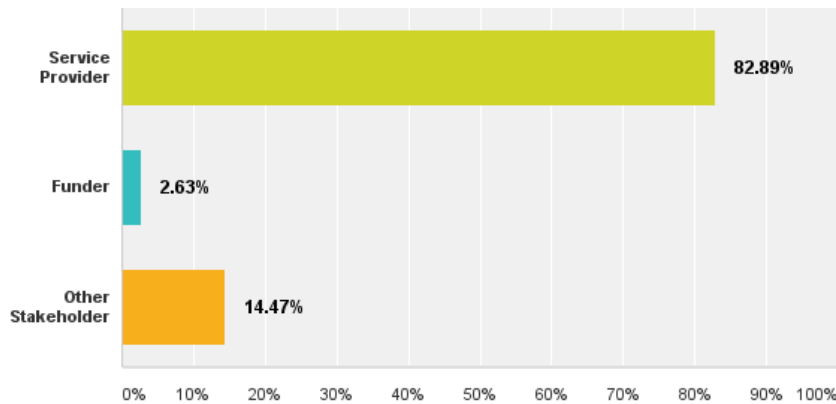
Conclusion

While reviewing overall scores in areas assessed by the stakeholder satisfaction survey, it was noted that that was an increase in satisfaction in seven (7) out of the eight (8) Likert scale questions asked. It was also identified that ESL ranked in the ninetieth percentile (90%) or higher in all survey areas.

ESL continues to move forward in enhancing its relationships with stakeholders across the state through a variety of methods. ESL will continue to provide information on services provided to enhance community outreach for potential service participants and partnerships.

Additionally, ESL will continue to effectively train its employees in communication and time management techniques, programmatic guidelines, as well as information relating to populations served so that it offers exceptional and effective services. ESL currently utilizes Relias Learning (formerly Essential Learning) as its online training platform to offer all ESL employees training quarterly. Additional in-house trainings also occur throughout the year and are documented and included in employee personnel files.