



**2021 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 satisfaction by gathering data on how stakeholders and business associates felt regarding ESL's service quality and business practices.

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 ESL, as well as a means of identifying areas of service improvement.

## Methodology

The 2021 Stakeholder Satisfaction Survey was designed to establish a 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 defined 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 (90<sup>th</sup>) 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 28, 2021 through November 12, 2021. The survey sample included stakeholders identified by ESL Project Managers during the survey period, approximately three hundred and three two (303) individuals. Additionally, ESL Corporate staff identified a list of seventeen (17) business associates to distribute a modified version of the satisfaction survey. 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 320 Programmatic/Corporate stakeholders that received the survey, 69 individuals responded to the survey for an overall response rate of 22% (66 respondents to the Programmatic Stakeholder satisfaction survey, 3 respondents to the Corporate Vendor and Business Associates satisfaction survey). It was identified that there was a one percent (1%) decrease in the total number of respondents when compared to 2020's stakeholder survey.

### 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 100% of respondents stated that they were very to moderately likely to recommend ESL services to people that they know.

It was also identified while reviewing the data from this section that 92.43% of respondents are very likely or moderately to refer individuals to ESL for services. It was also noted that 13.64% of respondents selected ‘N/A’ to this question which is included in the overall percentage.

Compared to the 2020 data, there was an decrease in the percentage of individuals who reported that they often refer individuals to ESL for services (-4.59).

**Table 1: Agency Recommendation/Referring Individuals for Services**

Survey Items:	All Respondents		Compared to 2020 Data
Question	% Very/Moderately Combined	% Not	+/-
How likely are you to recommend Easterseals Louisiana Services to people you know?	100%	0%	+1.52
	% A lot /Some/NA Combined	% None	+/-
How often do you refer individuals to Easterseals Louisiana services?	92.43%	2.99%	-4.59

### 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 95.45% of respondents felt that ESL’s services were about the same or better when compared with others, which was a 1.47-point decrease from 2020.

In reviewing data relating to service effectiveness, it was identified that 96.97% of respondents felt that ESL was more effective or about as effective when compared to other organizations. When compared to the 2019 data it was noted that there was a .05-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, which remained unchanged when compared to the 2020 data.

**Table 2: Service Quality and Effectiveness**

Survey Items:	All Respondents		Compared to 2020 Data
Question	% Better/About the Same Combined	% Worse	+/-
Compared to other services like Easterseals Louisiana, is our service quality better, worse or about the same?	95.45%	4.55%	-1.45
	% Very/Moderately Combined	% Not	+/-
Compared to other organizations like ours, how effective is our organization?	96.97%	3.03%	+0.05
How easy is it to find information about Easterseals Louisiana?	100%	0%	0

### 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 98.48% of respondents felt that it was very to moderately easy to get along with representatives from ESL, which was a 1.46 increase when compared to the 2020 data.

While reviewing information relating to respondents’ overall experience with ESL, it was determined that 98.48% of respondents were very to moderately satisfied with their experience working with ESL, an increase of 2.96 points when compared to the 2020 data.

Additionally, 96.97% of respondents reported they felt that representatives from ESL answered their questions thoroughly, a .04-point decrease when compared to the 2020 data.

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

Survey Items:	All Respondents		Compared to 2020 Data
Question	% Very/Moderately Combined	% Not	+/-
How easy is/was it to get along with representatives at Easterseals Louisiana?	98.48%	1.52%	+1.46
Overall, how satisfied are you with your experience working with Easterseals Louisiana?	98.48%	1.52%	+2.96
How well do the representatives at Easterseals Louisiana answer your questions?	96.97%	3.03%	-.04

Information included in the narratives of Question 11 (In addition to services currently offered by ESL, which services do you feel are needed in the community and you would like to see the organization offer in the future?) was reviewed for trends. The following suggested service area needs were noted by a sample of surveyed Stakeholders:

- Assistance with obtaining medical equipment
- Parenting classes/support groups
- ABA services
- Mentoring programs

- Natural Disaster Assistance
- Early intervention services for blind/visually impaired children
- Day programs for IDD individuals
- Youth Prevention Programming
- Activities for the disabled and elderly
- Addiction counseling

Information included in the narratives of Question 12 (What changes would most improve our services?) was also reviewed for trends. The following feedback was provided by a sample of surveyed Program Stakeholders:

- “Your services are great! I'd just like to see more of them!”
- “...All of my encounters with Easterseals employees have been professional, efficient, and pleasant.”
- “The local office currently does a great job.”

Areas of improvement trends reported by a sample of surveyed Stakeholders included:

- Enhanced Communication
  - Four (4) respondents felt that communication could be improved. Specifics included improving communication among agencies/team members.
- Enhanced Collaboration
  - Five (5) respondents felt that ESL staff could communicate upcoming meetings and canceled/rescheduled meetings timely. Other suggestions included increasing outside resource collaborations and partnerships.
- Employee Turnover/Retention
  - Four (4) respondents felt that the organization can work on reducing turnover/increase retention within the organization.
- Increased Outreach
  - Two (2) respondents felt that outreach could be increased so that the community is aware of services offered by ESL. Community awareness of volunteer opportunities was also noted.

## Summary of Key Findings: Corporate Vendors and Business Associates

In 2020 ESL distributed a satisfaction survey to vendors and business associates who interact with the Corporate Office. As mentioned earlier, the satisfaction survey was distributed to seventeen (17) individuals with three (3) completing the survey (18% response ratio).

The following table includes the data that was gathered:

**Table 4: Corporate Vendors and Business Associates Data**

Survey Items:	All Respondents		Compared to 2020 Data
	Yes	No	+/-
Is ESL timely in response?	100%	0%	0
Is ESL timely in payment (if applicable)?	100%	0%	0
Would you recommend ESL as customer?	100%	0%	0
Do you feel that ESL provides	100%	0%	0

quality services in the community?			
	<b>Satisfied</b>	<b>Dissatisfied</b>	
Overall, how satisfied are you with your experience working with Easterseals Louisiana?	100%	0%	0

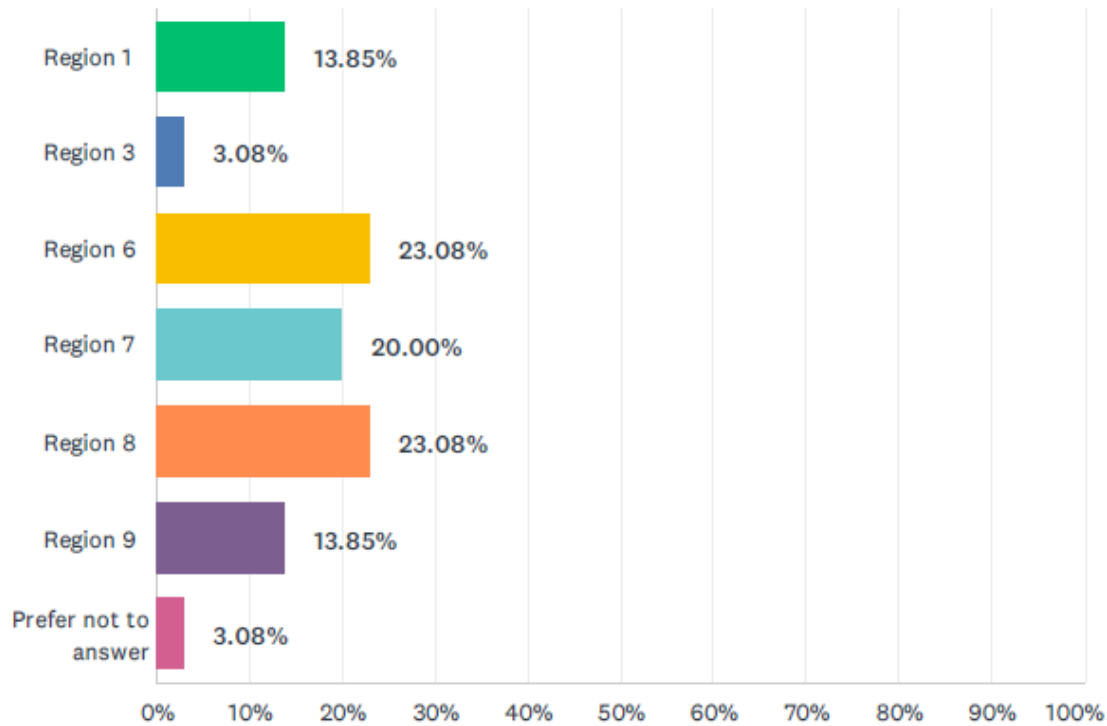
The following feedback was provided by a sample of surveyed Corporate vendors and business associates:

- “I very much enjoy working with Easterseals Louisiana.”
- “It’s great working with the ESL team!”
- “Enjoy having Easter Seals as a tenant in Monroe.”

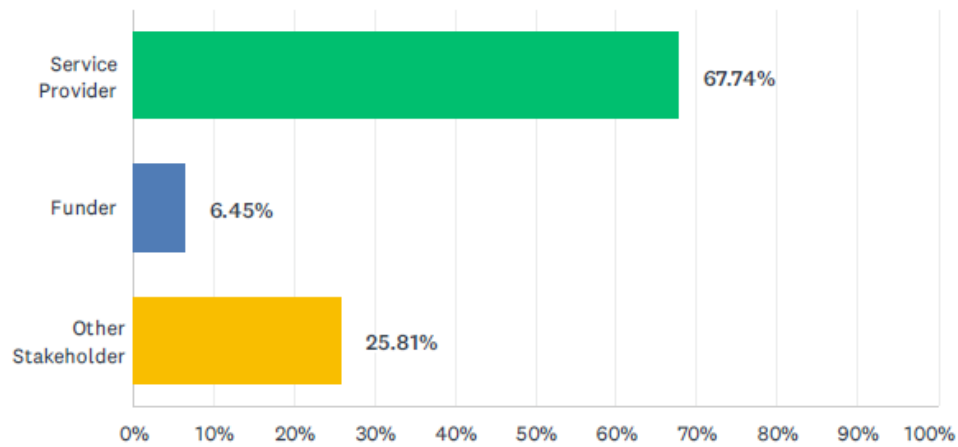
### Summary of Key Respondents:

The table below identifies the location and types of survey respondents:

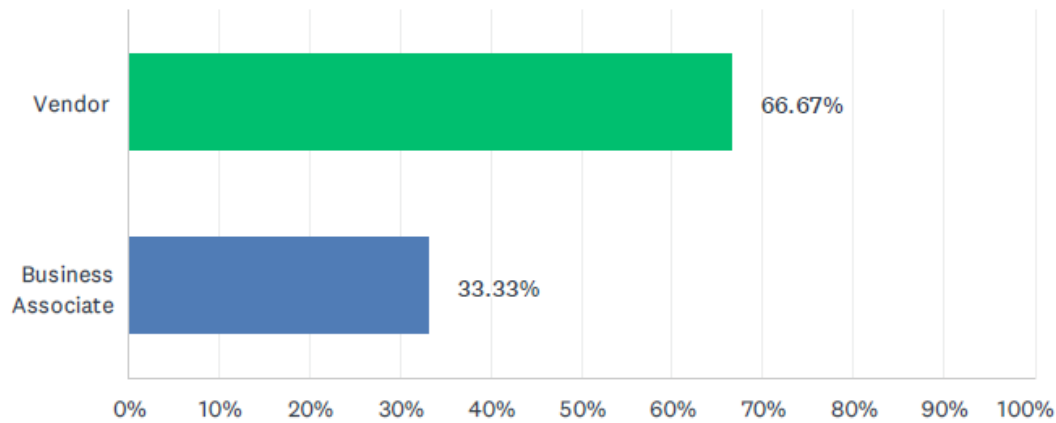
**Table 5: Location of Stakeholder Satisfaction Survey Respondents**



**Table 6: Relationship to Representatives from Easterseals Louisiana**



**Table 7: Relationship to Representatives from Easterseals Louisiana Corporate Office**



## Recommendations and Conclusion

While reviewing overall scores in areas assessed by the stakeholder satisfaction survey it was identified that ESL ranked in the ninetieth percentile (**90%**) or higher in all survey areas.

It was noted that there was a slight decline in satisfaction in a few areas, specifically the question of “How often do you refer individuals to Easterseals Louisiana services?” where there was a 4.59% decline when compared to the previous fiscal year. Based on this score, ESL will use this newly gained knowledge to provide additional service line information to our communities. It was also noted that there was a slight decline in service quality, with a 1.45% decline when compared to the previous fiscal year. In a time when most services are provided remotely due to the Covid-19 pandemic, ESL will continue training employees in effective virtual meeting (Google Hangouts, Zoom, etc.) techniques to ensure that service quality exceeds expectations.

Additionally for the question “What changes would most improve our services?”, many of these areas are currently being addressed with the organization’s strategic planning activities, specifically reduced turnover/increased retention and community outreach. Communication and

collaboration techniques will be reviewed during weekly supervision sessions with Program Managers and/or Supervisors to enhance working relationships with community collaborators and partners.

ESL greatly appreciates survey participation as it is an essential lifeline to help us serve the community effectively. ESL is committed to using the information gathered to better the organization as a whole and while continuing to provide beneficial supports and services.