BRINGING IT ALL BACK HOME:
How to Close the Loop With Your Clients

May 2018
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?

<table>
<thead>
<tr>
<th>Step 1: Survey Design</th>
<th>Step 2: Survey Administration</th>
<th>Step 3: Interpreting Results</th>
<th>Step 4: Responding to Feedback</th>
<th>Step 5: Closing the Loop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect useful data</td>
<td>Implement surveys at least two times a year</td>
<td>Achieve high response rates</td>
<td>Analyze data</td>
<td>Interpret data in a way that can inform your work</td>
</tr>
<tr>
<td>4.29</td>
<td>4.54</td>
<td>3.82</td>
<td>4.61</td>
<td>4.39</td>
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<tr>
<td></td>
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<td>Use survey results to improve programs</td>
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<td>3.96</td>
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<td>Close the loop with clients</td>
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<tr>
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<td>3.64</td>
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</tbody>
</table>

Source: ORS Impact, 24 month survey of 2016 Round 1 and 2 Grantees. On a scale of 1 to 5, with 5 being the highest.
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:

**SPEAK UP WEEK!**

**OUR HOUSE**

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.
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:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good check-in process</td>
<td>⭐⭐⭐⭐⭐</td>
</tr>
<tr>
<td>Happy with wait time</td>
<td>⭐⭐⭐⭐⭐</td>
</tr>
<tr>
<td>Happy with language spoken to me</td>
<td>⭐⭐⭐⭐⭐</td>
</tr>
<tr>
<td>Site meets my needs</td>
<td>⭐⭐⭐⭐⭐</td>
</tr>
<tr>
<td>Feel respected</td>
<td>⭐⭐⭐⭐⭐</td>
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</tbody>
</table>

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.
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!

SPEAK PROUDLY. SPEAK BOLDLY. SPEAK UP!

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

MON. JULY 25TH - FRI. JULY 29TH
Career Center Survey Summary
July 2016

Net Promoter Score

What is the Career Center good at?

Supporting: Providing budgeting, skills, taking resources, strengths
Helping people, clients, job, enhancing career assistance, needs, success
Making money

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 the ACH residential programs and 23% had participated in CAFST. 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 (4.2/5) and saw the most room for improvement in meeting their health & wellness needs (3.9/5).

NPS was significantly tied to length of enrollment.

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 practice 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 full-time 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 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 CAPS! in the last year. Responses were positive: 87% reported that LL made a large or extreme positive difference in their lives (the

Community Council Recommendations
1. Staff should not be on their cell phones, but should be
More detailed feedback after closing the loop

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

Representative Comment:
“Move the line faster.”

Representative Comment:
“More volunteers to speed up distribution.”

Survey #1
Survey #2

# of words per comment

4
6

+2
More critical, actionable feedback after closing the loop

“What could Second Harvest do better?”

% of respondents saying “nothing”

Survey #1: 50%
Survey #2: 37%

-13%
Tips for Closing the Loop

Context is Key!

How

What

When
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

- 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

Engage in Discussion

- Host group meeting
- 1:1 conversations
- Focus groups
FLYER: A Step Ahead Foundation

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.

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.
### GAME: PACE for Girls

<table>
<thead>
<tr>
<th>All about the survey</th>
<th>Things that PACE could do better</th>
<th>Things that girls like</th>
<th>Things that girls want</th>
<th>PACE environment</th>
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<tbody>
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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?
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:

How would you rate the following at this site:

- Wait time
- Language spoken with you
- Location
- Check-in process
- Registration

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!

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

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

“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...”

HOW

WHAT

WHEN

• Timing: don’t wait too long!
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
All can be found at http://www.listen4good.org/ website!
Thank you!