



360 - Survey

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MOVING FROM TOLERANCE TO ALLOPHILIA



Purpose of 360-feedback Survey:

The 360-feedback survey was developed to meet the primary purposes:

1. To gather feedback of the overall performance on the Council
2. Community understanding of the Council on Black Minnesotans
3. Population that the Council serves
4. To receive input on how the Council can improve

It is expected that, the survey will provide overall feedback of the performance of the Council for the year 2014-2015.

Survey Methodology

The Council on Black Minnesotans 360 Survey is conducted using a random sample from CBOM mailing list reserve- in this case individuals who have enrolled in the Council on Black Minnesotans mailing list.

Selection of Participation

The Council on Black Minnesotans main target was to receive feedback on the work the Council has done for 2014-2015. The distribution of the survey being random sampling and through an email mailing list will provide the Council a variety of feedback from a large population from various communities and ethnicities. The survey will be able to target Metro, Duluth, Rochester, Saint Cloud and Mankato area's where the Council on Black Minnesotans presents an existence.

Survey Development

The Survey was developed on June 15, 2015 through Survey Monkey. The survey consisted of 13 multiple-choice questions and two open-ended questions that took about five minutes to complete. The survey asked several questions to determine the performance of the Council on Black Minnesota. In order to determine the performance of the Council it was important to incorporate demographics, effectiveness of the council, and if individuals are aware of the Council of Black Minnesotans.

Questions and Question Order

The first set of questions targets the Demographic of the respondents. Demographic is important in the survey, it is important to analyze the demographic of the individual and how the Council effects each population. The next set of questions are awareness based, it is important to see if the respondents are aware of the Mission, events and even how one can stay in contact with the council. The last set of questions targets the effectiveness on the council and how the respondents feel about the Council on Black Minnesotans.

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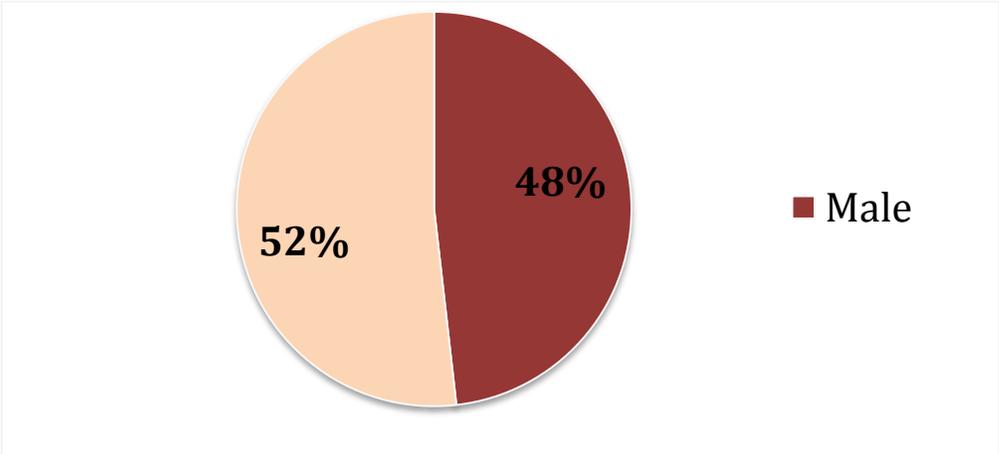
Results

Demographics

The first question on the survey targeted the population area of the respondent. **81 of 87 respondents live in the Metro-Area. In the Saint Cloud area there was one respondent and Duluth and Mankato one respondents each.** Of the 87 respondents three chose not to answer. The survey primarily targets the Metro-Area population.

Figure 1. Are you a Male or Female?

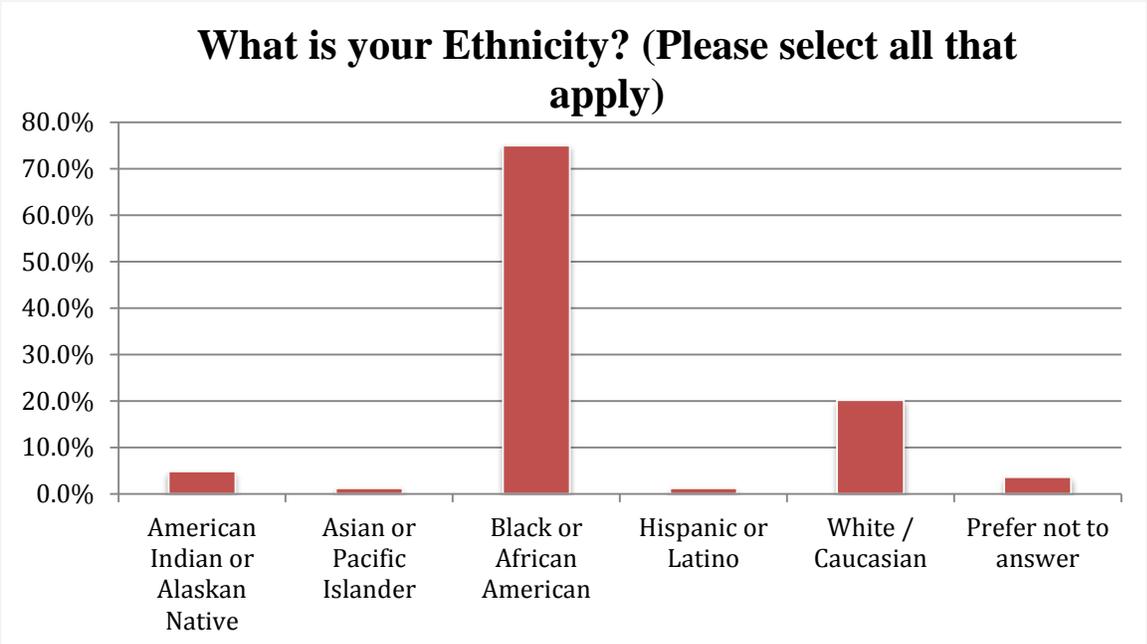
In figure 1 the respondents were asked their gender. This question targets the type of individuals that are responding to the questions. We see that 52 % of the respondents are female and 48% of them are male.



Are you male or female?		
Answer Options	Response Percent	Response Count
Male	48.2%	40
Female	51.8%	43
<i>answered question</i>		83
<i>skipped question</i>		4

Figure 2. What is your Ethnicity?

In figure 2 respondents were asked what their ethnicity was. 75 percent of the respondents were Black or African American. This result shows us that the primary individuals that are involved with the council are African American or Black.



What is your ethnicity? (Please select all that apply.)		
Answer Options	Response Percent	Response Count
American Indian or Alaskan Native	4.8%	4
Asian or Pacific Islander	1.2%	1
Black or African American	75.0%	63
Hispanic or Latino	1.2%	1
White / Caucasian	20.2%	17
Prefer not to answer	3.6%	3
Other (please specify)		4
<i>answered question</i>		84
<i>skipped question</i>		3

Figure 3. I speak more than one language?

In figure 3 we ask the question if the respondents speak more than one language only 22% speak a second language. This question is important in order to know what types of people are taking the survey. This is another important demographic question, which will help the Council of Black Minnesotans know which individuals we need to target.

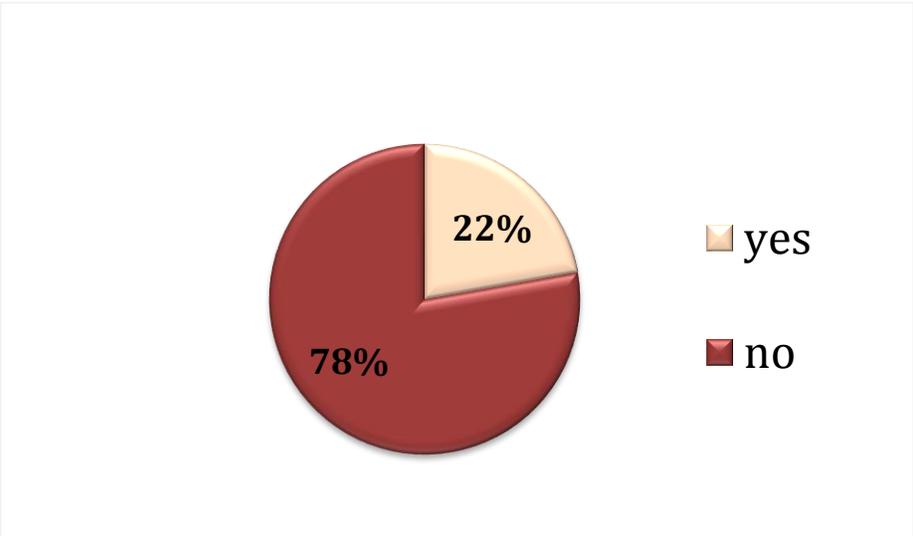


Figure 4. Have you heard of the Council on Black Minnesotans before this Survey?

In Figure 4 the survey focuses to see if the respondents have heard of the Council on Black Minnesotans. The survey provides us the information that 11% of the respondents have never heard of the Council before the survey. The data also informs us that 89% of the respondents have heard of the Council before the survey.

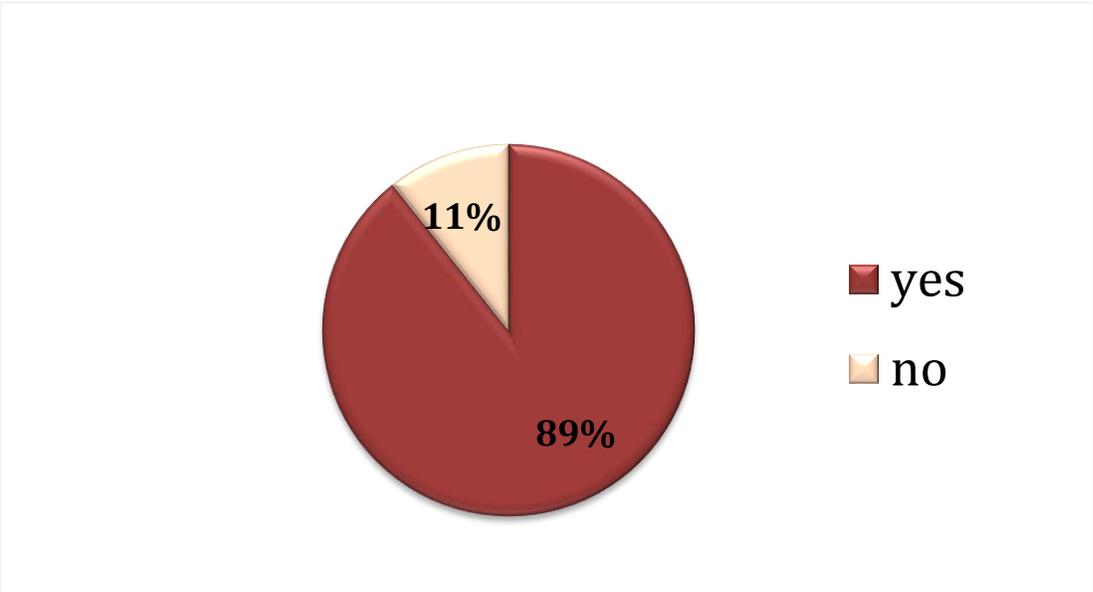


Figure 5. Are you aware of the Council on Black Minnesotans Mission?

In Figure 5 the results that are gathered from the respondents tends to show a negative correlation with the data that was received in Figure 4. Figure 5 shows us that 71 percent of the respondents were aware of the Council on Black Minnesotans mission. In Figure 4 as stated previously that 89 percent have heard of the council but roughly 10 percent of those individuals were not aware of the mission of Council.

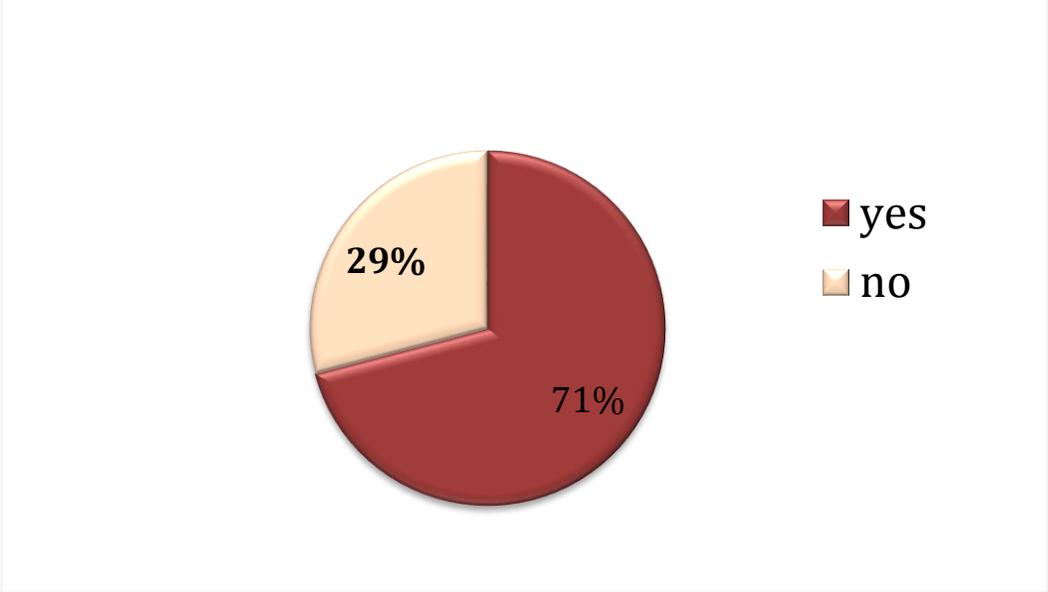


Figure 6. Have you been involved with the Council on Black Minnesotans?

In Figure 6 we see that more of the respondents are not involved with the council and 45 percent are involved.

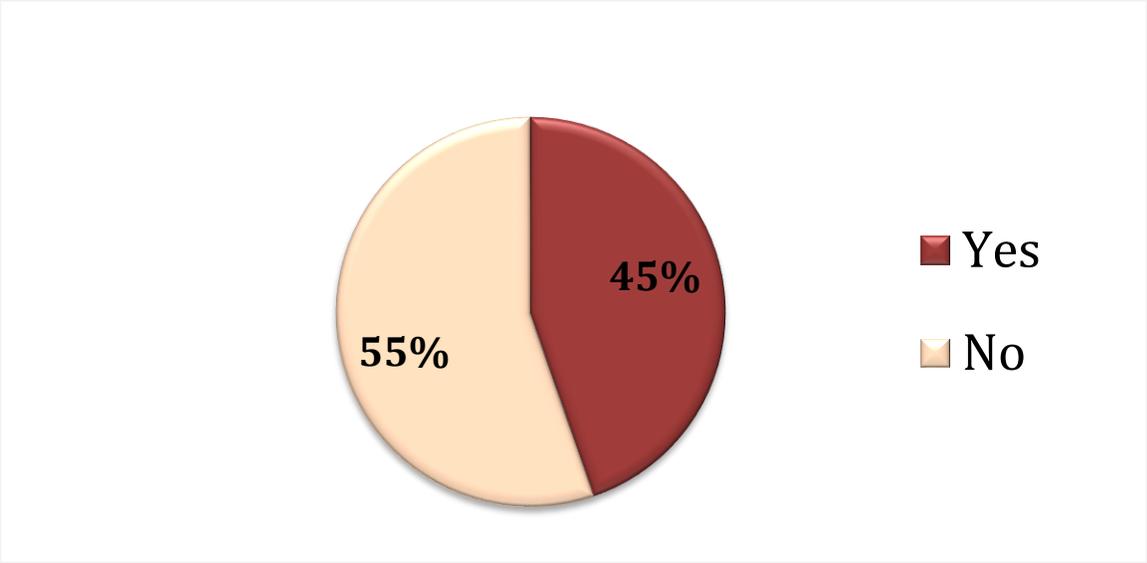
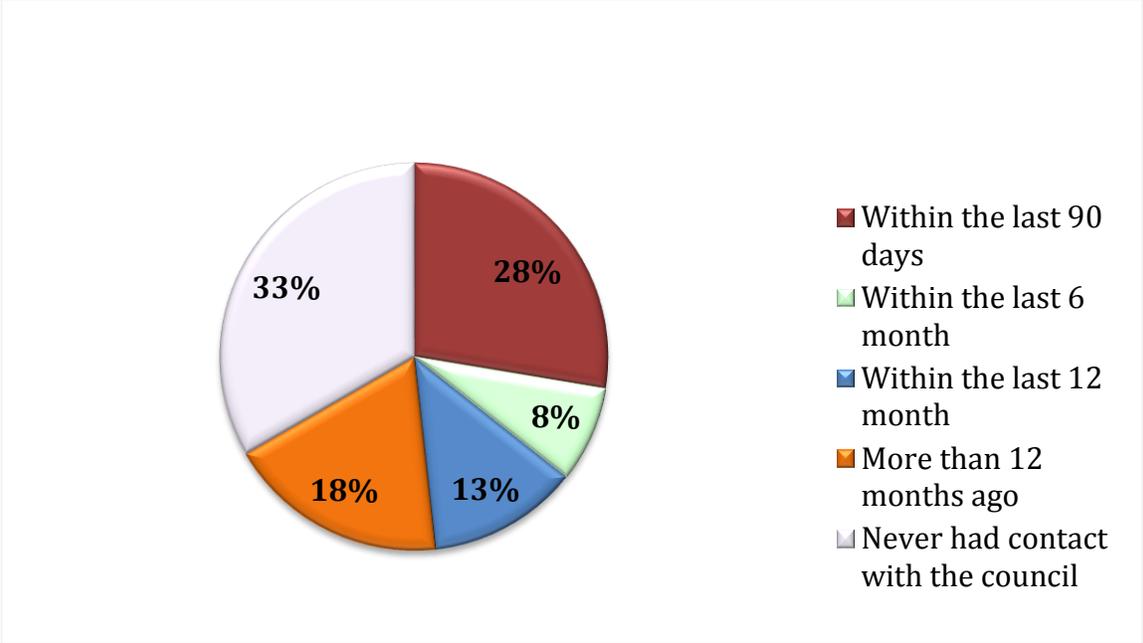


Figure 7. When was the last time you were in contact with the Council?

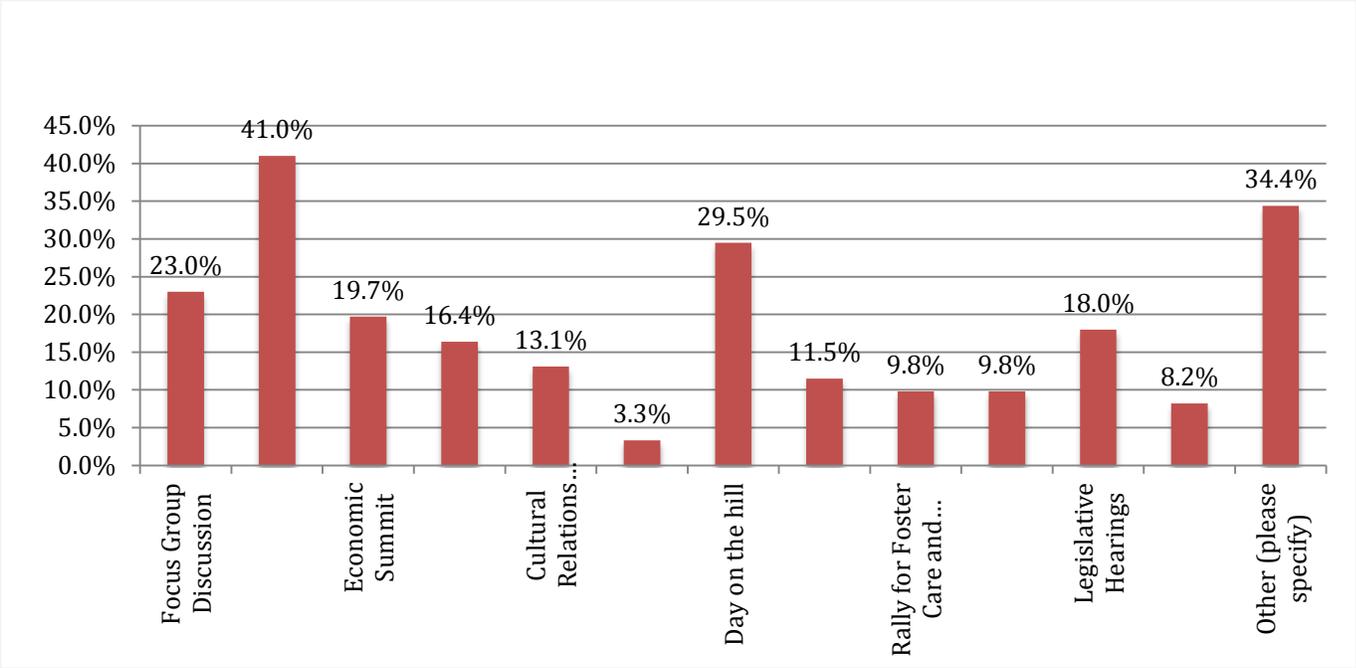
In Figure 7 we see that 33% of the respondents had never had contact with the council and 28 % of the respondents have had contact within the last 90 days. Even though 33 % of the respondents have not had contact with the council 67 percent of the respondents have had some sort of contact with the Council on Black Minnesotans.



When was the last time you were in contact with the council?		
Answer Options	Response Percent	Response Count
Within the last 90 days	27.6%	24
Within the last 6 month	8.0%	7
Within the last 12 month	12.6%	11
More than 12 months ago	18.4%	16
Never had contact with the council	33.3%	29
<i>answered question</i>		87
<i>skipped question</i>		0

Figure 8. Which of the list of events did you participate with the Council? (Check all that apply)

In Figure 8 the survey focuses on the involvement of the survey participants. The survey data shows us that how us that majority of the individuals participate in a variety of events. 26 individuals choose not to answer the question.



Which of the list of events did you participate with the Council? (Check all that apply)		
Answer Options	Response Percent	Response Count
Focus Group Discussion	23.0%	14
Community Meetings	41.0%	25
Economic Summit	19.7%	12
Board Meetings	16.4%	10
Cultural Relations Summit	13.1%	8
Social Media Training	3.3%	2
Day on the hill	29.5%	18
Caucus at the Capitol	11.5%	7
Rally for Foster Care and Adoption	9.8%	6
Community Garden Tour	9.8%	6
Legislative Hearings	18.0%	11
Diversity Career Fair	8.2%	5

Other (please specify)	34.4%	21
<i>Answered question</i>		61
<i>Skipped question</i>		26

Figure 9. How do you stay in touch with the Council on Black Minnesotans? (Check all that apply)

In Figure 9 we see that 85.1 % of the respondents stay in touch with the Council via email. These results show us areas where the Council can improve in where individuals can stay in touch with the council

How do you stay in touch with the Council on Black Minnesotans? (Check all that apply)	How do you stay in touch with the Council on Black Minnesotans? (Check all that apply)	How do you stay in touch with the Council on Black Minnesotans? (Check all that apply)	How do you stay in touch with the Council on Black Minnesotans? (Check all that apply)
Answer Options	Answer Options	Response Percent	Response Count
News	News	14.9%	11
Radio	Radio	8.1%	6
Web Page	Web Page	17.6%	13
Facebook	Facebook	9.5%	7
Blog	Blog	0.0%	0
Twitter	Twitter	1.4%	1
Email	Email	85.1%	63
Phone Calls	Phone Calls	18.9%	14
Other (please specify)	Other (please specify)	4.1%	3
<i>Answered question</i>		74	74
<i>Skipped question</i>		13	13

Figure 10. How responsive has the Council been to your questions or concerns? (Check all that apply)

In Figure 10 the survey measures how responsive the council has been. 41 individuals were not applicable to answer the question due to not seeking for a response from the council. Of the individuals who answered 13 individuals felt the council was extremely responsive and 11 though the council was very responsive to their questions or concerns. 11 of the survey respondents rated the council not being responsive to their questions or concerns.

How responsive has the Council been to your questions or concerns?								
Answer Options	Not at all responsive	Not so responsive	Moderately responsive	Very responsive	Extremely responsive	N/A	Rating Average	Response Count
	6	5	7	11	13	41	3.48	83
<i>Answered question</i>								83
<i>Skipped question</i>								4

Figure 11. Which of the list of events did you participate with the Council? (Check all that apply)

In Figure 10 the survey measures how responsive the council has been. 41 individuals were not applicable to answer the question due to not seeking for a response from the council. Of the individuals who answered 13 individuals felt the council was extremely responsive and 11 though the council was very responsive to their questions or concerns. 11 of the survey respondents rated the council not being responsive to their questions or concerns.

How effective do you think the work of Council on Black Minnesotans is?									
Answer Options	Not at all Effective	Slightly Effective	Moderately Effective	Very Effective	Extremely Effective	N/A	Rating Average	Response Count	
	7	12	14	20	14	16	3.33	83	
Other (please specify)									2
<i>Answered question</i>								83	
<i>Skipped question</i>								4	

Figure 12. Overall, how satisfied are you with the Council on Black Minnesotans work? (Check all that apply)

In Figure 12 the survey measures satisfaction. 37 of the 84 respondents seemed to be satisfied with the work the council has done. We also see that 14 of the respondents were not satisfied with the council. In this category we also see a large amount of people who were not applicable to rate the council on satisfaction.

Overall, how satisfied are you with the Council on Black Minnesotans work?								
Answer Options	Dissatisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	N/A	Rating Average	Response Count
	9	5	15	14	23	18	3.56	84
<i>Answered question</i>								84
<i>Skipped question</i>								3

Open-ended response

The survey consisted of two open-ended response questions. The two open-ended questions are:

1. What one thing do you like about the work of the Council and what would you suggest the Council on Black Minnesotans to improve on?
2. Do you have any other comments, questions, or concerns

Asking these two questions has provided the Council on Black Minnesotans areas were the Council needs to improve and acknowledgment of the work the Council has done. Majority of the individuals liked the work that the Council has been doing in the community such as working on social justice and implementing legislative agendas and bills. Gathering the comments, questions and concerns that the respondents had we see that majority of the individuals wanted to know how to get involved with the council and want the council to have a more presence in the community.

Conclusion

The 360 Feedback survey has provided the Council on Black Minnesotan results that are beneficial. The results provided will be able to improve the Council. The results that were generated through the survey shows us that many individuals aren't active with the Council. The Council needs to target and focus its work in the Duluth, Rochester, and Saint Cloud and Mankato area. The results show that only three of the respondents were not in the Metro-Area. It is visible that the Council has been involved with the community and has done great work with the comments and responses that were provided.

Open Ended Responses

What one thing do you like about the work of the Council and what would you suggest the Council on Black Minnesotans to improve on?

- a. I'm not sure what there accomplishments are?
- b. I like the Council reaching out to all members of the community and encouraging everyone's participation in the political process to correct social injustice.
- c. I think the council is putting forward a strong legislative agenda.
- d. Community and stakeholder engagement
- e. Partner with organizations
- f. I like the efforts but need to be more involved with the African American people hands on.
- g. They address issues that other groups aren't even aware of as issues.
- h. I appreciate The Voice CBM gives our community and the one suggestion for improvement would be to schedule group meetings at a more convenient time
- i. Being visible as a voice for Black Minnesotans economic development has been positive, but more effective efforts at collaborative consultations about strategies and partnerships for overall growth and development of the community and education improvement is suggested.
- j. The council on Black Minnesotans should protect the black people for racism at work and in the community .
- k. While chairing the Mpls Commission on Civil Rights, I wished I could personally instruct individuals on how to file a complaint correctly - I noted discrimination but the complainant did not fill out the form correctly leaving No Probable Cause as a result - people need an advocate and learn how to write out a complaint so that it stands as it should. The Commission is not allowed to assist..but so many need help in this area.
- l. I like that they bring issues concerning Black Minnesotans to light. I just wish there was more power to get older Black Minnesotans the schooling/training they need to be employed with a living wage and not just part-time, seasonal, temporary work offers.
- m. Visibly Advocating for the improvement and access to improvement for black Minnesotans
- n. I believe that the council give AA a voice at the Capitol. Visibility
- o. Shining a light out of darkness (as opposed to cursing the darkness)
- p. Achievement Gap and Community Development
- q. have more events in twin cities area...hire community people especially youth to do grassroots projects or community diaogues
- r. I think the increased outreach of the Council in the last few years and the clarity about the agenda they are hearing is good and a great improvement. - Anything the Council can do to step out of the fight for survival at the Capital, recognizing that this is not the Council's fault, of course, would be an improvement. It is an unfortunate distraction.

Do you have any other comments, questions, or concerns?

- s. I would like to be more involved in what they do so how do I do that? In addition to learning how to write a substantiated civil rights complaint, people need an advocate in many other areas of the law, or who to contact for help - a community Liaison is needed to connect people with the services, and assist in that connection until the person is able to stand alone. I do this in the Spanish speaking community and the clients then help others in the community. There are no agencies that provide these type of services. People need day to day help in addition to help finding jobs, or housing,,they need to know where good clinics are, food shelves, medical services, services provide by the county, city or state. The people need help navigating services available and how to fight and get the services they need. Law makers look at services not reaching communities and move the money someplace else...how can communities access services they don;t even know exists...not everyone has a computer, reads the news, or watches public access - communities need one on one outreach and education to connect to services and get stability by doing things themselves after someone has assisted the initial process with them. We are life-long learners. .
- t. It would be helpful for this council to have a wider more visible presence in the community.
- u. See above - although I understand that the Councils are being attacked for personal reasons, I think it would be great if the Council took the lead in responding to that auditors report with their own solution, and took that ammunition, however flawed, away from those who are attacking it. It is ironic that these attacks follow what seems to me to be a strong improvement in the outreach, potential voice and effectiveness of the Council over the past few years.
- v. I would like to applaud Ed McDonald for his brilliant and courageous leadership. Job well done.
- w. It would be interesting to hear more info about the mission, objectives, etc.
- x. I believe that the Council, as all councils that represent minorities should be supported in their efforts through appropriate funding and communications/promotional support from the state.
- y. The Legislative Auditors Report was very poorly done. It did not use the best tools of policy analysis taught at top schools of public affairs. Someone should demand a revamping of that office and the hiring of competent staff.
- z. COBM is only effective as it is allowed to be by the Governor and Legislature. Take care how you make your case - a confrontational approach can turn people off or at least gives them an excuse to put you aside.
- aa. Yes, Black Storytellers Alliance has been sponsoring a festival for over 20 years. This festival illuminates story, history and culture of Black people. The Council should find a way to support through resources of time, talent and energy.

