



**MINNESOTA**

**BOARD OF SOCIAL WORK**

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*Protecting the Public*

## CUSTOMER SATISFACTION SURVEY RESULTS

Initial Report Presented to Board January 17, 2020

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# TABLE OF CONTENTS

Project Overview .....	3
Survey Purpose + Background.....	3
Survey Development + Logistics.....	4
Platform.....	4
Timing + Availability of Survey .....	4
Methods of Distribution .....	4
Survey Format .....	5
Reporting Survey Results .....	5
2019 Survey Results .....	5
Survey Completion Data .....	5
Demographic Questions.....	6
Quantitative Questions .....	8
Overall Customer Experience.....	8
Phone, Email + In Person Contact .....	9
Website Use .....	11
Qualitative Questions.....	13
Overall Customer Experience.....	13
Phone, Email + In Person Contact .....	15
Use of Website .....	15
Next Steps .....	16
Acknowledgments & Appreciation .....	17
Appendix .....	18
Questionnaire.....	18

# PROJECT OVERVIEW

## SURVEY PURPOSE + BACKGROUND

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The Board identified surveying BOSW stakeholders as a priority in its [2015-2018 Strategic Plan](#). The Board delegated responsibility for development of a customer satisfaction survey to the Communication, Education, and Outreach Committee (CEOC). To ensure collaboration with representatives from social work professional organizations and stakeholders, CEOC requested the Board's Advisory Committee (AC) take initial steps to develop the survey.

### The survey was developed as follows:

- AC began development of the Customer Satisfaction Survey in late 2018 at the request of CEOC
- Staff prepared and presented an initial survey project proposal to the AC December 14, 2018
- An updated project proposal based on AC recommendations was presented to the AC on February 1, 2019 (included in CEOC June 6, 2019, meeting materials)
- A preliminary test version of the survey was presented to the AC on April 5, 2019
- The test version presented to CEOC June 6, 2019, was revised based on recommendations from AC
- CEOC took action at its June 6, 2019, meeting to present the Customer Satisfaction Survey to the full Board at its July 19, 2019, meeting, pending recommended changes
- The test version presented to the full Board July 19, 2019, was revised based on recommendations from CEOC

### The primary goals of the Customer Satisfaction survey are as follows:

- Assess the performance of and satisfaction with “customer-facing” services:
  - In person, phone, and email interactions
  - Interaction with website and online services
- Better understand needs of customers
- Utilize survey results to resolve problems and make improvements to services as needed

# SURVEY DEVELOPMENT + LOGISTICS

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## PLATFORM

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Snap Survey is a survey development software platform vetted and approved by State of Minnesota MN.IT and currently used by the Board. Capabilities of the platform include:

- **Ability to create and design fully customized surveys:**
  - Draft question language; choose question format and response options
  - Customize logos, design, formatting, etc.
- **Web publishing to administer and manage surveys online:**
  - Surveys are assigned a custom URL to allow access to the survey
  - Set parameters on survey start and end dates, anonymity requirements, number of responses allowed, etc.
- **Analysis and reporting tools:**
  - Monitor responses as submitted; track number of responses
  - Receive alerts if certain responses are provided
  - Automatically generated reports in various formats can be downloaded to analyze and present data

## TIMING + AVAILABILITY OF SURVEY

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- Administered **annually**, for a **time-limited period** to allow the Board to analyze survey results and implement changes
  - AC recommended fall as optimal time to administer survey to maximize response rates; initial target launch date identified as fall of 2019
- Survey to be available for a one-month period

## METHODS OF DISTRIBUTION

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- Survey publicly available via link; no invitation needed to take survey
- Information provided about length and purpose of survey up front (in survey advertisements and at start of survey) to encourage participation
- Survey advertised and made available to stakeholders via:
  - Link on homepage of BOSW website (“above-the-fold” for maximum visibility)
  - Link at other BOSW website locations:
    - Online services log in page
    - Online license profile “landing page” after log-in
  - Link included in staff email signature blocks
  - Link included in staff and front desk outgoing voicemail messages
  - Notifications sent to email subscribers via GovDelivery:
    - Advertised in Fall 2019 *Board Bulletin* 10/8/2019
    - Sent standalone GovDelivery notice 10/9/2019
    - Sent reminder near end of survey period 10/29/2019

## SURVEY FORMAT

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- Demographic questions at beginning of survey provide context for satisfaction questions
- Use concrete language and maximum of five response options for quantitative questions to avoid ambiguity
- Questions structured for overall feedback first, then narrow to specific topics:
  - Phone, email, in person interactions with BOSW
  - Use of BOSW website
  - Include fields for open-ended comments throughout
- Filter questions selected for respondents who have interacted with the Board **within the last year** to allow for measuring results and improvement over time
  - If respondent has not interacted with BOSW within last year, filtered out of main survey but given opportunity to provide open-ended feedback in comment fields

(See [Appendix](#) for complete questionnaire and explanation of skip patterns)

## REPORTING SURVEY RESULTS

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- Survey results will be presented to Board annually; Board determines recommendations and possible action
- After annual results presented to Board, publish public report to BOSW website summarizing aggregate results and plans for potential improvements based on results
- Consider survey data for biennial budget planning and strategic planning from a Board perspective; business process improvements from staff perspective
- Use annual survey data to measure results over time; initial 2019 survey to provide “base-year” data

# 2019 SURVEY RESULTS

## SURVEY COMPLETION DATA

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### 2019 Survey Period:

*Launched:* October 8, 2019

*Closed:* November 6, 2019

*Duration:* 30 days

### 2019 Response Data:

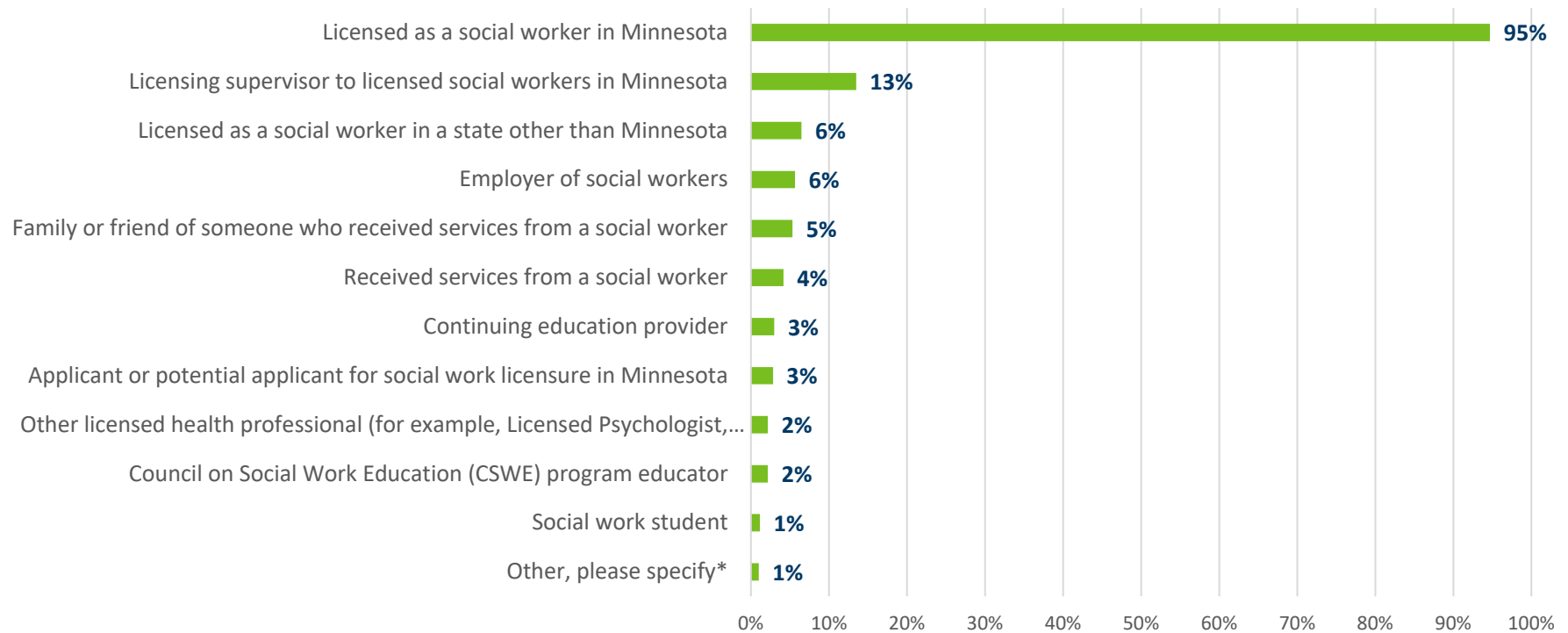
<i>Total respondents</i>	601	100%
<b>Total respondents that utilized Board services within past year*</b>	<b>541</b>	<b>90%</b>
Total respondents that <b>contacted the Board by phone, email, or in person within past year</b>	347	64%
Total respondents that <b>used Board’s website within past year</b>	530	97%

*\*Remaining 60 respondents filtered out of main survey to final open-ended comments field; 21 comments provided*

## DEMOGRAPHIC QUESTIONS

- Response required for all demographic questions survey questions
- Response rates, shown in graphs in following sections, calculated as number of responses for each response option by total number of respondents that answered the questions (varies based on survey section due to filter questions, see table in [Survey Completion Data](#))

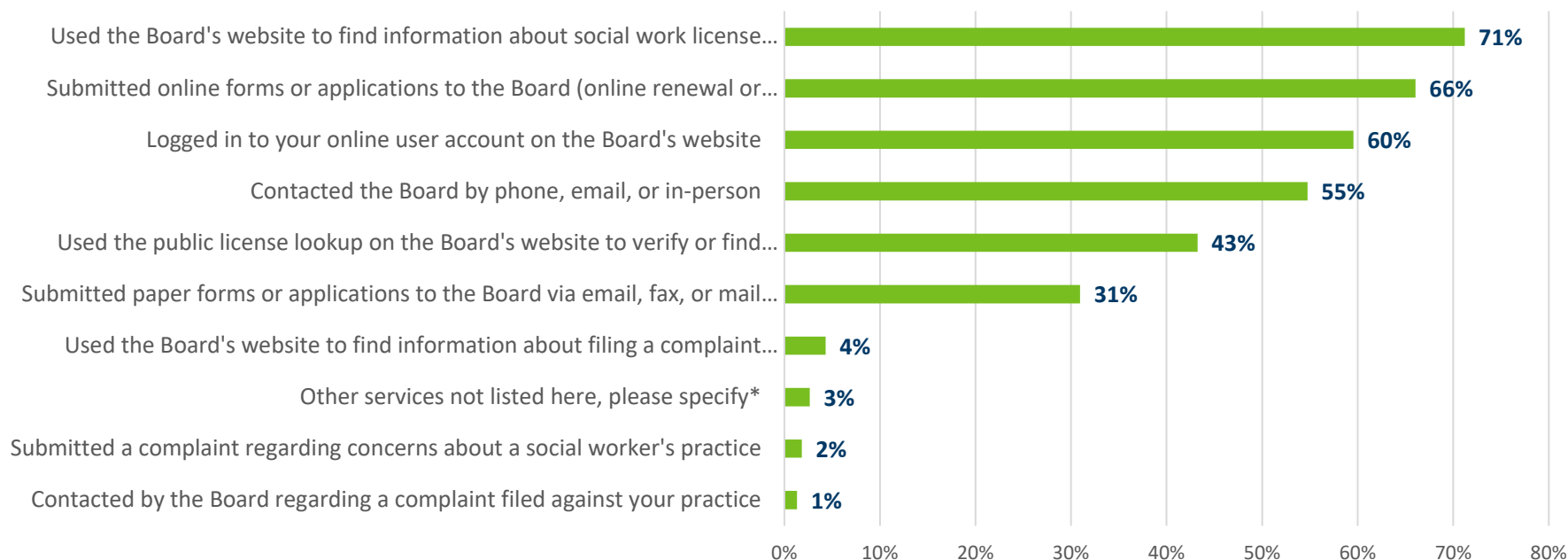
Which of the following best describes you? *(select all that apply)*



\* 'Other, please specify' responses:

- Community member
- HUD Service Coordinator
- Director of an Adult Day Center
- Work in Mental Health field
- Academic Advisor in an MSW program

## What board services have you utilized within the past year? *(select all that apply)*



\* 'Other services not listed here, please specify' responses:

- Received information through the BOSW's email bulletins
- Requested to appear before the Board and present information, which I did.
- policy guidance
- Read board minutes and committee reports. Printed forms [sic]
- Used website for information on legislative activity
- CE Provider services
- Submitted verification of clinical supervision and clinical supervision plans to the Board
- email info about NASW
- Conference attendance
- Looked into the process of finding data on outcomes of complaints files against social workers.
- License renewal
- Supervisor Verification completion
- Contacted board re clincial [sic] license CEU requirements-couldn't find info online

## QUANTITATIVE QUESTIONS

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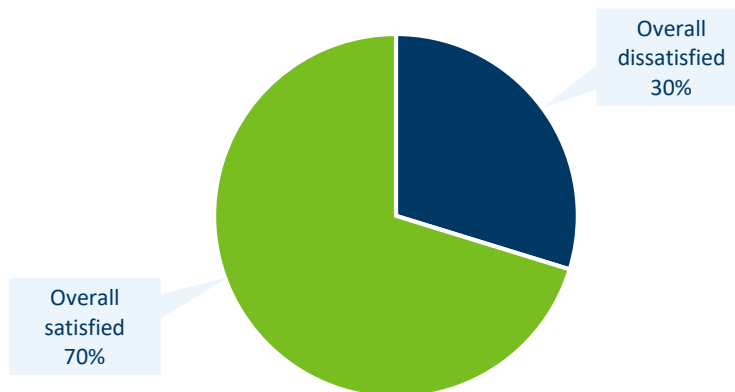
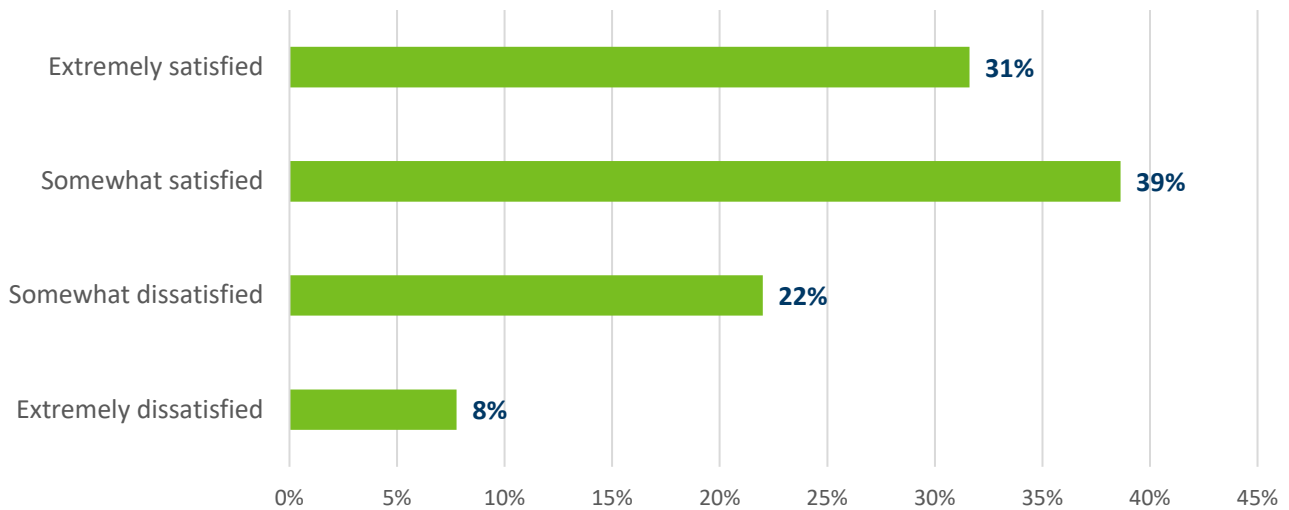
- Responses required for all quantitative survey questions
- Response rates, shown in graphs in following sections, calculated as number of responses for each response option by total number of respondents that answered the questions (varies based on survey section due to filter questions, see table in [Survey Completion Data](#))

## OVERALL CUSTOMER EXPERIENCE

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Thinking about your customer experience with the board within the past year, overall, how satisfied were you with the customer service the board provided?

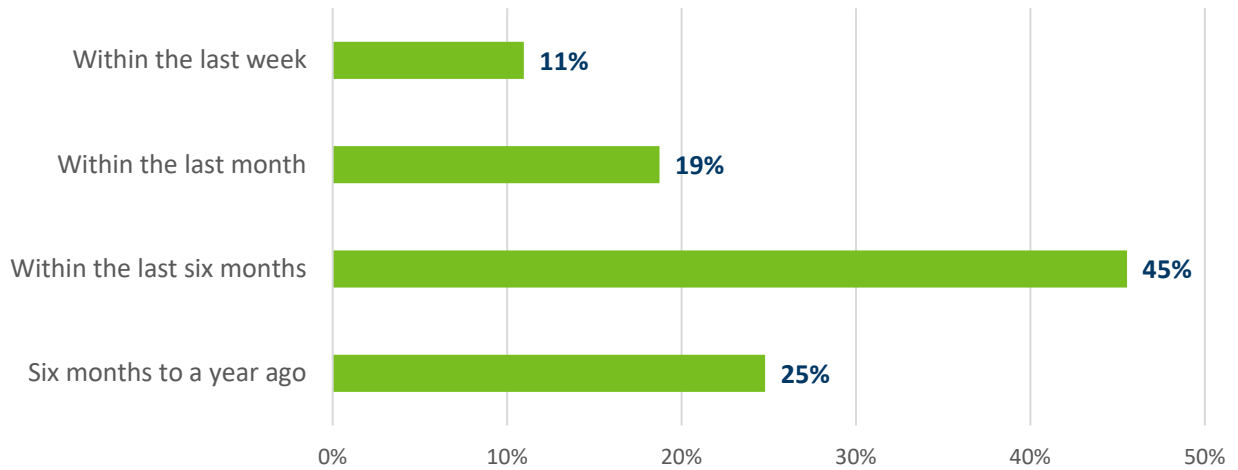
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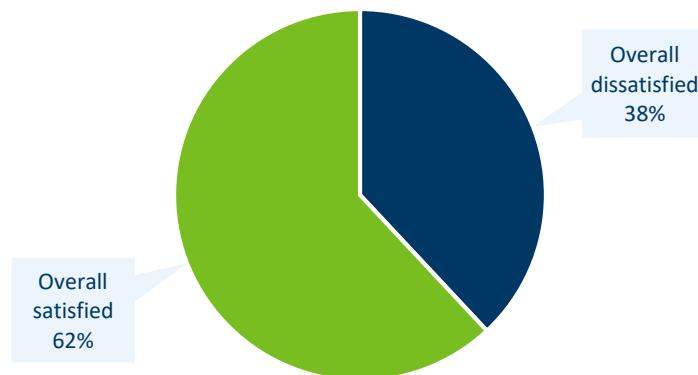
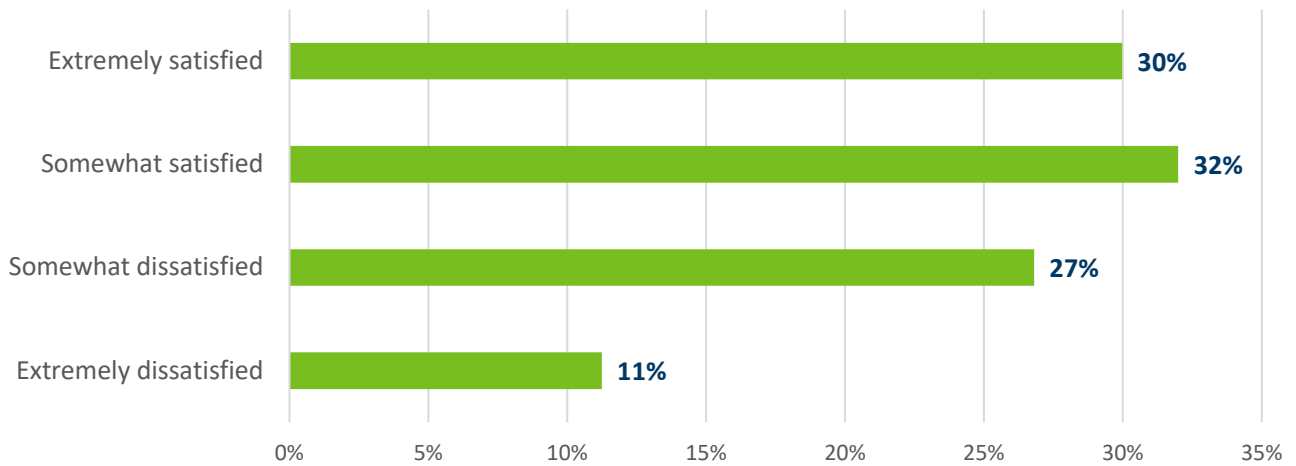


## PHONE, EMAIL + IN PERSON CONTACT

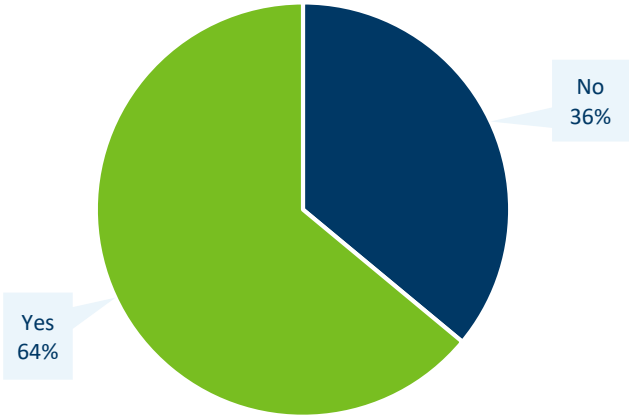
When was the last time you contacted the board by phone, email, or in person?



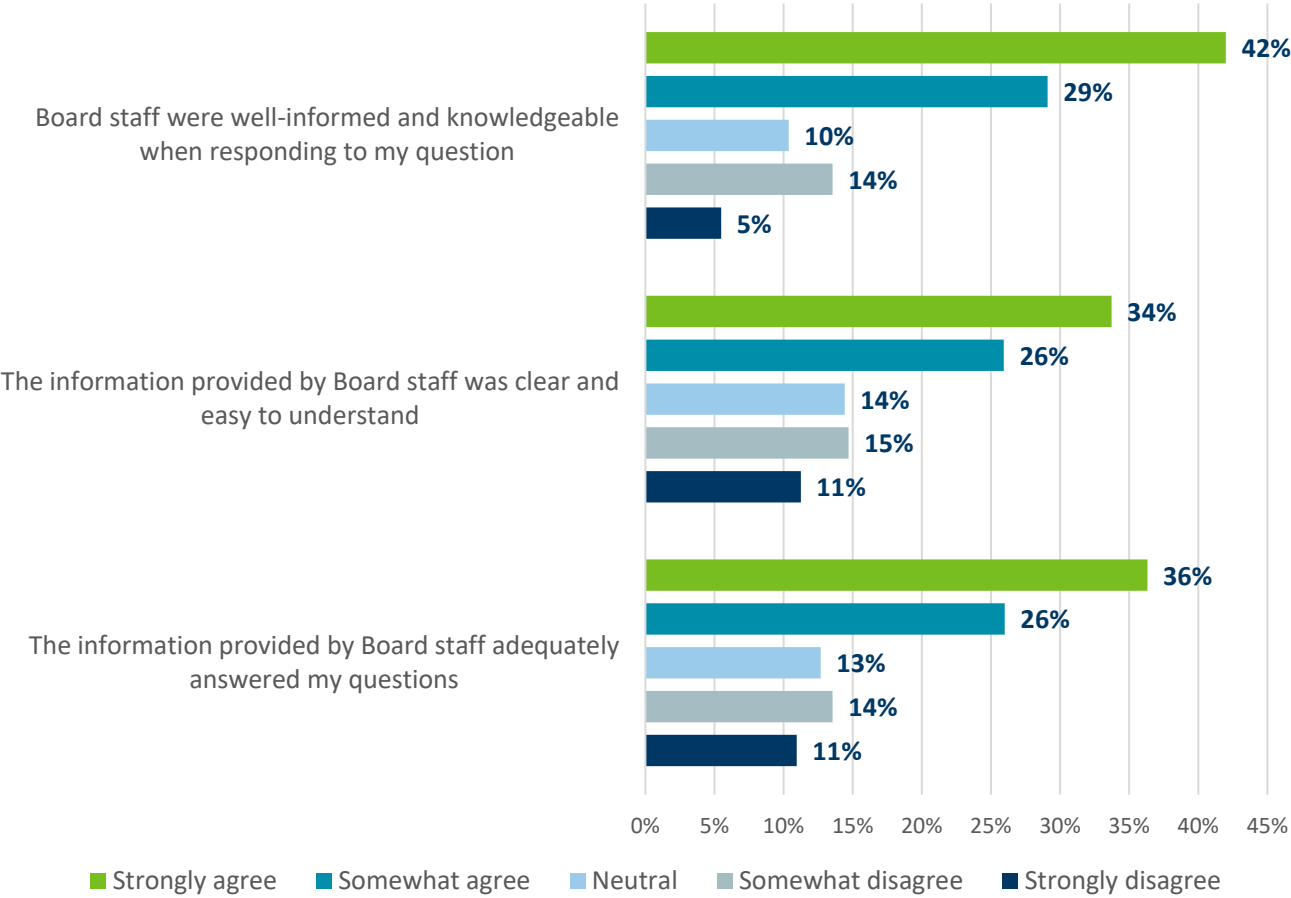
Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year?



When you contacted the Board by phone, email, or in-person within the past year, did you receive a response within 24 to 48 business hours?

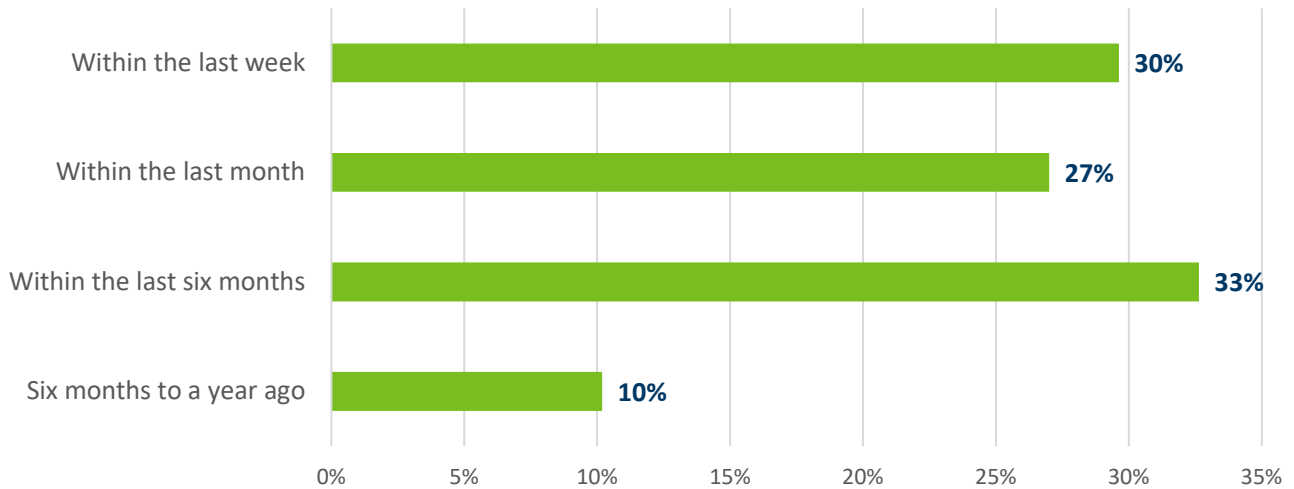


Thinking about times you contacted the Board by phone, email, or in-person within the past year, how much do you agree or disagree with the statements below?

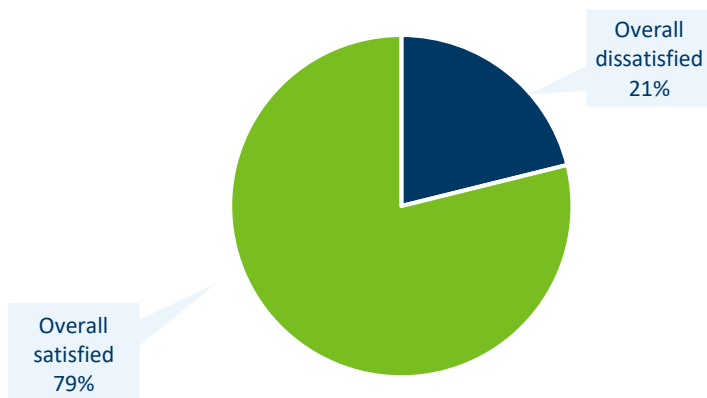
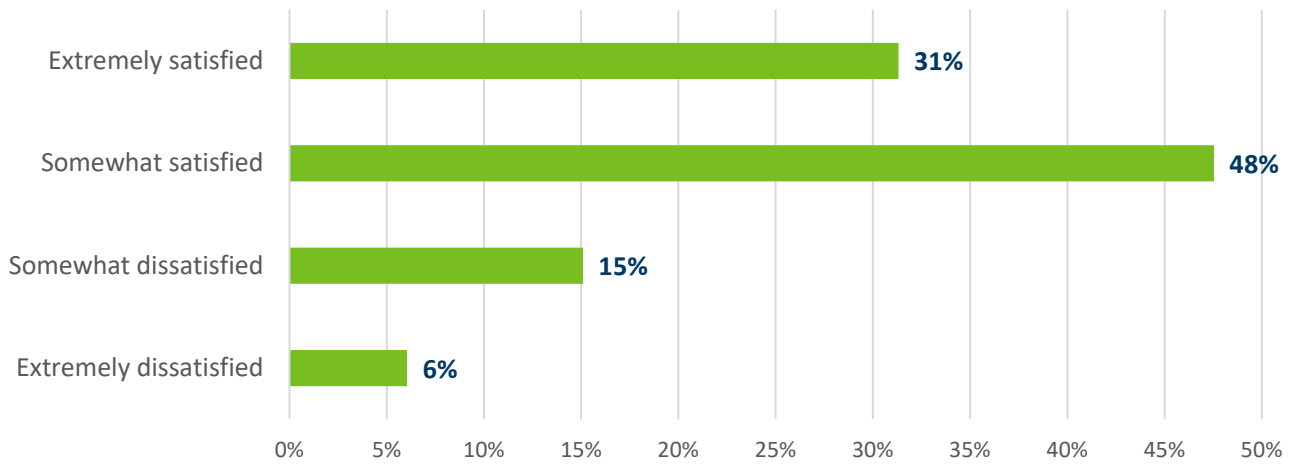


## WEBSITE USE

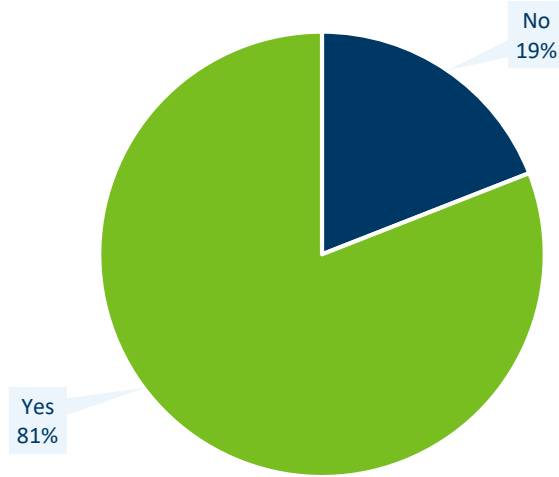
### When was the last time you used the Board's website?



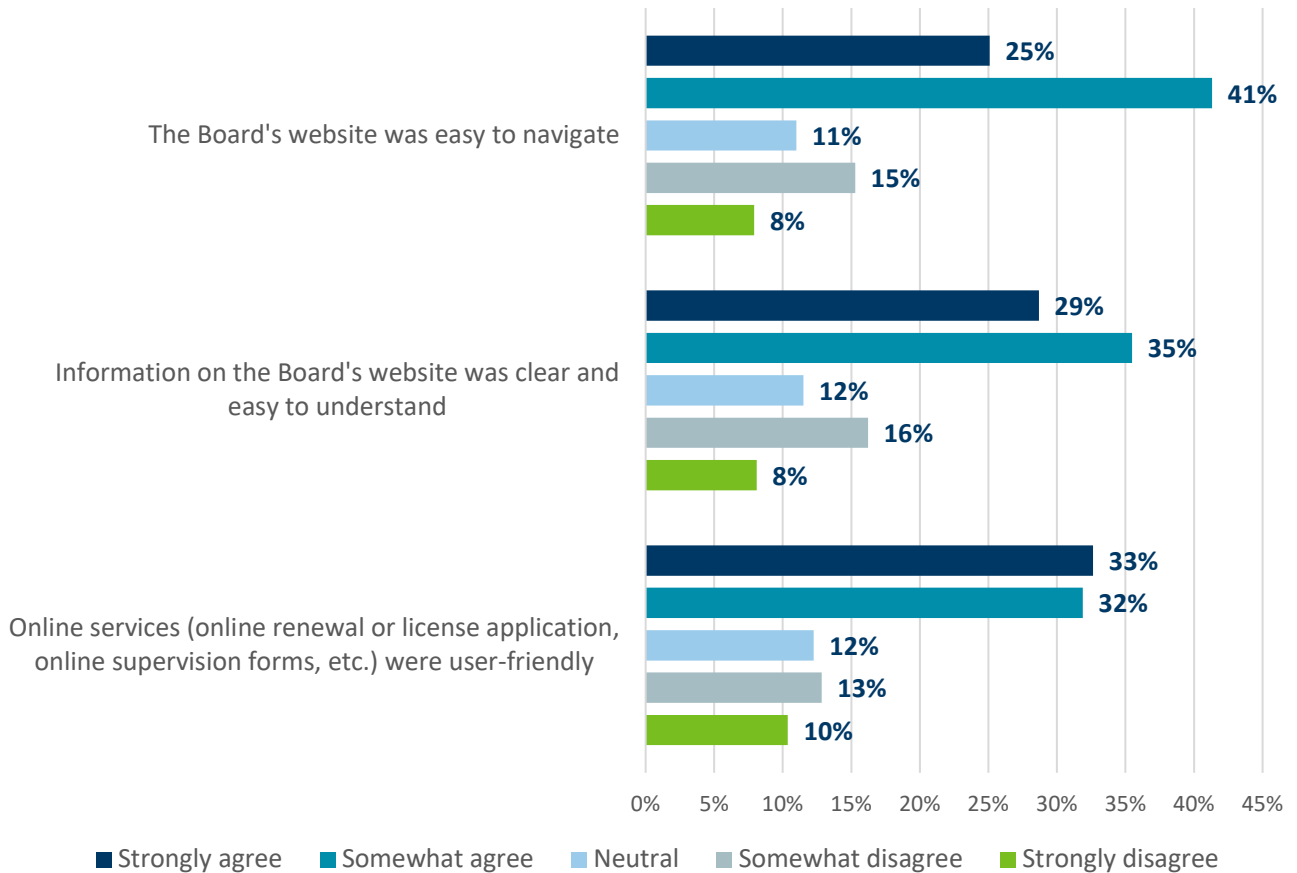
### Overall, how satisfied were you with your experience using the Board's website within the past year?



Were you able to find the information or service you were looking for on the Board's website?



Thinking about times you used the Board's website within the past year, how much do you agree or disagree with the statements below?



## QUALITATIVE QUESTIONS

- Responses optional for all qualitative questions (open-ended comment fields)
- Comment rates, shown in tables in following sections, calculated as number of comments for each qualitative question by total number of respondents with opportunity to provide comment (varies based on survey section due to filter questions, see table in [Survey Completion Data](#))
- For purposes of this report, comments reviewed by:
  - Board staff to identify common areas of satisfaction and areas for improvement
  - Computer analysis to produce word clouds of frequently appearing words
- Detailed comment data will be taken into consideration by Board and staff when determining next steps and possible action based on survey results

## OVERALL CUSTOMER EXPERIENCE

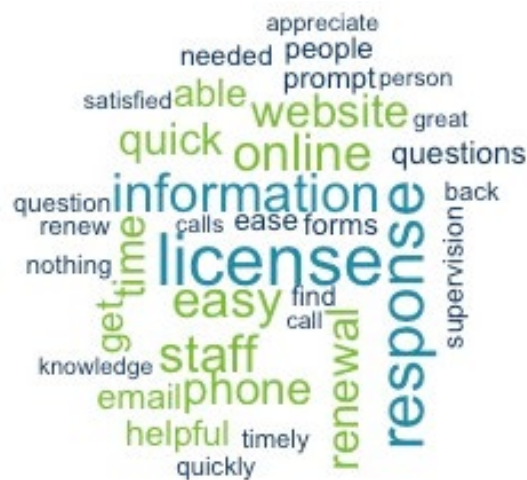
Thinking about your customer experience with the Board within the past year, what were you most satisfied with?

Total comments	233
Comment rate	43%

### Commonly Noted Areas of Satisfaction:

- Responsiveness of staff
- Ability to renew online; online application checklists
- Easy to find information on website

### Word Cloud:



Thinking about your customer experience with the Board within the past year, what do you think needs to be improved?

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Total comments	227
Comment rate	42%

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**Commonly Noted Areas for Improvement:**

- More timely responses to inquiries
- Easier to use website
- Improved online supervision forms

**Word Cloud:**



Please provide any other comments or feedback about your customer experience with the Board within the past year:

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Total comments	101
Comment rate	19%

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**Word Cloud:**





Please provide any other comments or feedback about your experience using the Board's website within the past year:

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Total comments	94
Comment rate	18%

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**Word Cloud:**



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## NEXT STEPS

- Results presented to Board at January 17, 2020 public board meeting for discussion of next steps
- Updated report(s) to be published following January meeting based on Board recommendations

**Executive Director recommendations to Board:**

- Begin discussion of results with Board at the January 17, 2020 public board meeting
- Report results to AC at the February 7, 2020 meeting for recommendations from professional organization representatives
- Report results to BOSW staff for input and recommendations following January 17, 2020 board meeting
- Continue generative discussion with board members at March 20, 2020 public board meeting incorporating staff and AC recommendations to 1) assess recommendations, and 2) determine possible plan for action based on the following criteria:
  - Analyze both short-term and long-term fiscal impact
  - Identify possible performance goals
  - Set benchmarks for next year based on first-year survey data
  - Possible incorporation and implementation of identified action steps into next BOSW biennial budget planning to begin summer/fall 2020
  - Possible incorporation and implementation of identified action steps into next strategic planning in summer 2020
  - Consider whether to delegate responsibility for overseeing execution of recommendations to Executive Committee, possible formation of subcommittee, or continue with full Board
  - Discuss target dates



## ACKNOWLEDGMENTS + APPRECIATION

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The Board and staff wish to extend sincere appreciation to members of the Board's AC for their interest and expertise in taking the lead on this important Customer Satisfaction Survey project. Members gave many volunteer hours, applying critical thinking, to help develop and execute a strong survey tool and process. The Board and staff are committed to providing a very high level of customer service and always strives for continuous process improvement to effectively meet the needs of customers and stakeholders.

Board Leadership also extends its sincere appreciation to the BOSW staff who consistently demonstrate their commitment to the Board's mission of protecting the citizens of Minnesota, and to the Board values of striving to be professional, qualified, ethical, and accountable.

Finally, the Board and staff thank each customer and stakeholder who took the time and interest to provide this valuable feedback to create opportunities to forge a better BOSW!

# APPENDIX

## QUESTIONNAIRE

**1. Which of the following best describes you? (select all that apply)**

- Licensed as a social worker in Minnesota
- Licensed as a social worker in a state other than Minnesota
- Applicant or potential applicant for social work licensure in Minnesota
- Licensing supervisor to licensed social workers in Minnesota
- Received services from a social worker
- Family or friend of someone who received services from a social worker
- Employer of social workers
- Continuing education provider
- Council on Social Work Education (CSWE) program educator
- Social work student
- Other licensed health professional (for example, Licensed Psychologist, Registered Nurse, etc.)
- Other
  - If “Other” selected, a “Please specify” open-ended comment field appears

**2. Did you utilize Board services within the past year? For example, did you contact the Board or were you contacted by the Board, did you use the Board's website, did you submit forms or documents to the Board, did you file a complaint against a social worker, etc.?**

- Yes
- No
  - If “Yes” selected, questionnaire proceeds to question 3
  - If “No” selected, respondent is directed to final survey page with the following text and open-ended comments field:

*At the previous question, you indicated you did not utilize any Board services within the past year. In order to use this survey to measure results and improvement over time, we are only collecting survey information about experiences you had with the Board within the past year. If you made this selection in error, use the [back] button to return to the previous page.*

*However, even if you have not utilized Board services within the past year, your feedback is extremely valuable to us. You may use the space below to submit anonymous comments about your past experiences with the Board, or you may contact the Board directly at [social.work@state.mn.us](mailto:social.work@state.mn.us).*

**3. What Board services have you utilized within the past year? (select all that apply)**

- Contacted the Board by phone, email, or in person
- Used the Board's website to find information about social work license requirements or applying for a license

- Submitted online forms or applications to the Board (online renewal or license application, online supervision forms, etc.)
- Submitted paper forms or applications to the Board via email, fax, or mail (paper renewal or license application, paper supervision forms, etc.)
- Logged in to your online user account on the Board's website
- Used the public license lookup on the Board's website to verify or find information about a social work license
- Used the Board's website to find information about filing a complaint against a social worker
- Submitted a complaint regarding concerns about a social worker's practice
- Contacted by the Board regarding a complaint filed against your practice
- Other services not listed here
  - If "Other" selected, a "Please specify" open-ended comment field appears

**4. Thinking about your customer experience with the Board within the past year, overall, how satisfied were you with the customer service the Board provided?**

- Extremely satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Extremely dissatisfied

**5. Have you contacted the Board by phone, email, or in person within the last year?**

- Yes
- No
  - If "Yes" selected, questionnaire proceeds to question 6
  - If "No" selected, questionnaire proceeds to question 11

**6. When was the last time you contacted the Board by phone, email, or in person?**

- Within the last week
- Within the last month
- Within the last six months
- Six months to a year ago

**7. Overall, how satisfied were you with your experience when you contacted the Board by phone, email, or in person within the past year?**

- Extremely satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Extremely dissatisfied

**8. When you contacted the Board by phone, email, or in person within the past year, did you receive a response within 24 to 48 business hours?**

- Yes
- No

**9. Thinking about times you contacted the Board by phone, email, or in person within the past year, how much do you agree or disagree with the statements below?**

- a. **Board staff were well-informed and knowledgeable when responding to my question**
- b. **The information provided by Board staff was clear and easy to understand**
- c. **The information provided by Board staff adequately answered my questions**
  - Strongly agree
  - Somewhat agree
  - Neutral
  - Somewhat disagree
  - Strongly disagree

**10. [Open-ended question] Please provide any other comments or feedback about your experience contacting the Board by phone, email, or in person within the past year (limit 500 characters)**

**11. Have you used the Board's website within the past year?**

- Yes
- No
  - If "Yes" selected, questionnaire proceeds to question 12
  - If "No" selected, questionnaire proceeds to question 18

**12. When was the last time you used the Board's website?**

- Within the last week
- Within the last month
- Within the last six months
- Six months to a year ago

**13. Overall, how satisfied were you with your experience using the Board's website within the past year?**

- Extremely satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Extremely dissatisfied

**14. Were you able to find the information or service you were looking for on the Board's website?**

- Yes
- No

**15. Thinking about the times you used the Board's website within the past year, how much do you agree or disagree with the statements below?**

- a. **The Board's website was easy to navigate**
- b. **Information on the Board's website was clear and easy to understand**
- c. **Online services (online renewal or license application, online supervision forms, etc.) were user-friendly**
  - Strongly agree
  - Somewhat agree
  - Neutral
  - Somewhat disagree
  - Strongly disagree

16. *[Open-ended question]* **Are there any specific services or information you would like to see added to the Board’s website?** *(limit 500 characters)*
17. *[Open-ended question]* **Please provide any other comments or feedback about your experience using the Board’s website within the past year** *(limit 500 characters)*
18. *[Open-ended question]* **Thinking about your customer experience with the Board within the past year, what were you most satisfied with?** *(limit 500 characters)*
19. *[Open-ended question]* **Thinking about your customer experience with the Board within the past year, what do you think needs to be improved?** *(limit 500 characters)*
20. *[Open-ended question]* **Please provide any other comments or feedback about your customer experience with the Board within the past year** *(limit 500 characters)*