



MINNESOTA

BOARD OF SOCIAL WORK

Protecting the Public

**2020 CUSTOMER SATISFACTION
SURVEY RESULTS**

Presented to Board January 15, 2021

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PROJECT OVERVIEW

SURVEY PURPOSE + BACKGROUND

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 its 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 in 2018.

Survey development process:

- Survey Development:
 - 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
 - Updated project proposal based on AC recommendations was presented to the AC on February 1, 2019
- Test Survey:
 - Preliminary test version of the survey was presented to the AC on April 5, 2019
 - Per AC recommendations, the test version presented to CEOC on June 6, 2019 was newly revised
- Test Survey Approval:
 - CEOC acted at its June 6, 2019, meeting to present the Customer Satisfaction Survey to the full Board at its July 19, 2019 meeting; survey was approved by the Board

Primary Customer Satisfaction Survey goals:

- 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
- Develop a baseline for customer satisfaction of the BOSW services to analyze data trends

SURVEY DEVELOPMENT + LOGISTICS

PLATFORM

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 are downloaded to analyze and present data

TIMING + AVAILABILITY OF SURVEY

- First developed and distributed in 2019, the survey is now administered annually
- Available for a one-month-period, to allow the Board to analyze survey results, data trends, and implement changes
- Fall was recommended by AC as optimal time to administer survey to maximize response rates

METHODS OF DISTRIBUTION

- Survey is 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 location 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:
 - Sent standalone GovDelivery notice 11/20/20
 - Advertised in Fall/Winter 2020 *Board Bulletin* 12/07/20
 - Sent reminder near end of survey period 12/17/20

SURVEY FORMAT

- Demographic questions at beginning of survey provide context for satisfaction questions
- Plain language and maximum of five response options used 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

- Present survey results to Board annually for recommendations and possible action
- Publish public report to BOSW website, after annual results presented to Board, summarizing aggregate results and plans for potential improvements based on results
- Utilize survey data to inform biennial budget planning and strategic planning from a Board perspective; business process improvements from staff perspective
- Utilize annual survey data to measure results over time; initial 2019 survey provides “base-line” data

2020 SURVEY RESULTS

SURVEY COMPLETION DATA

2020 (2nd Annual) Survey Period:

Published: November 20, 2020

Closed: December 21, 2020

Duration: 30 days

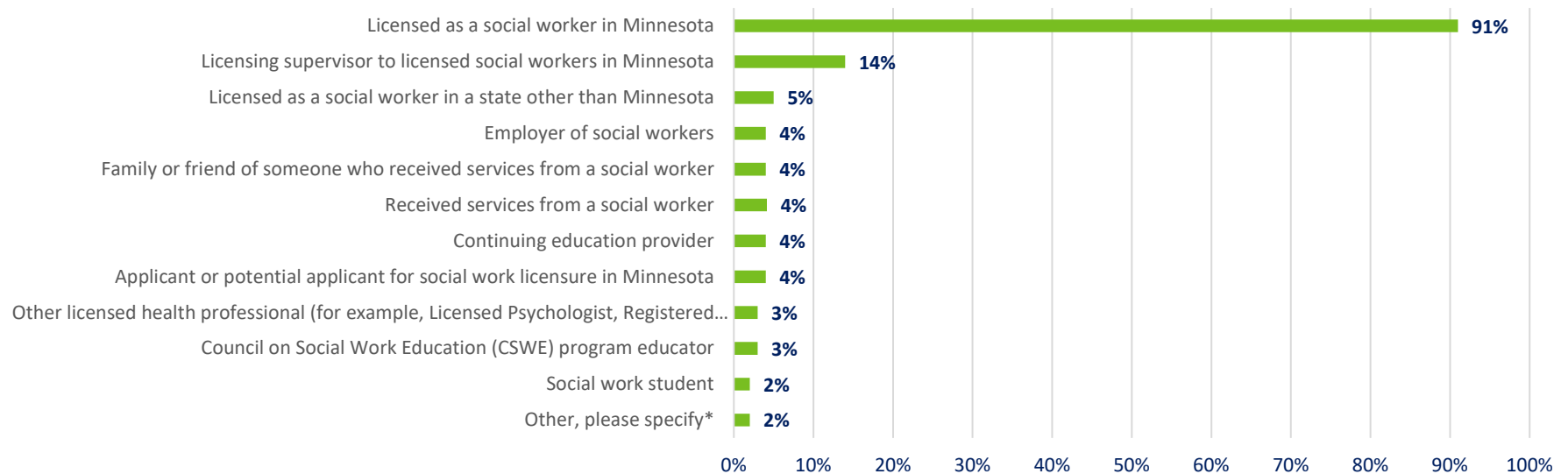
Response Data:	2020		2019	
Total respondents	544	100%	601	100%
Total respondents that utilized Board services within past year*	466	86%	541	90%
Total respondents that contacted the Board by phone, email, or in person within past year	281	60%	347	64%
Total respondents that used Board’s website within past year	454	97%	530	97%

**Remaining 78 respondents filtered out of main survey, as identified as not using services within last year period, to final open-ended comments field; 31 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](#))

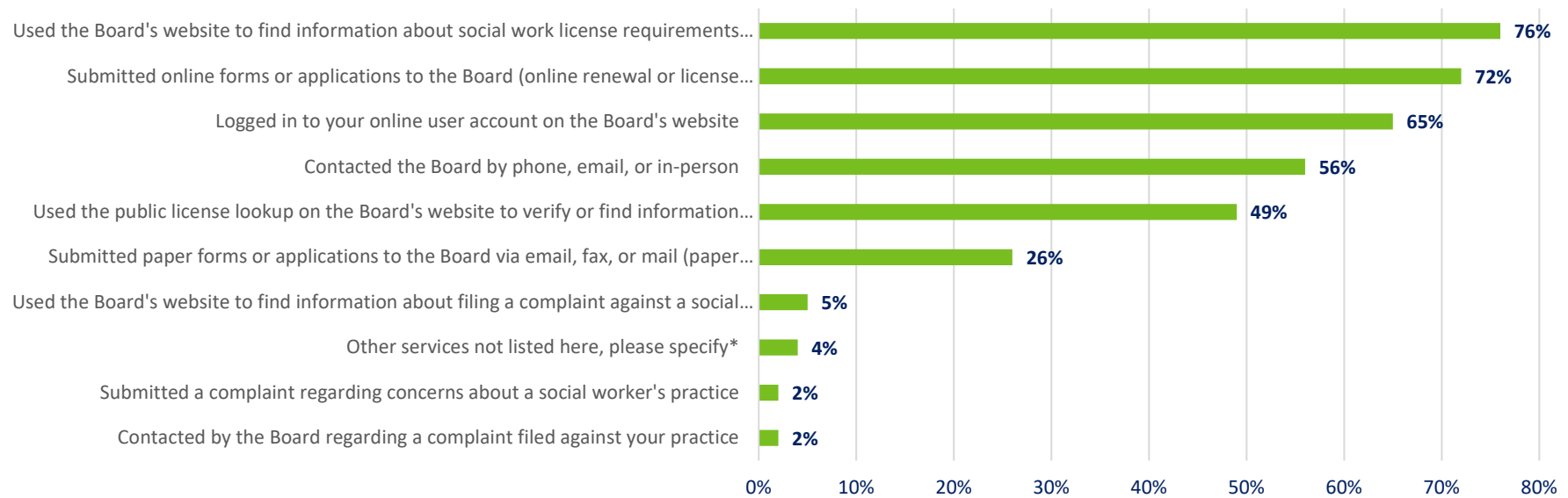
Which of the following best describes you? (select all that apply)



* 'Other please specify' responses

- Student
- Retired LICSW
- Academic Advisor in an MSW program
- Foster Parent, Ramsey County
- HUD Service Coordinator
- Licensed Alcohol and Drug Counselor
- Retired US Marine Corps

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



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

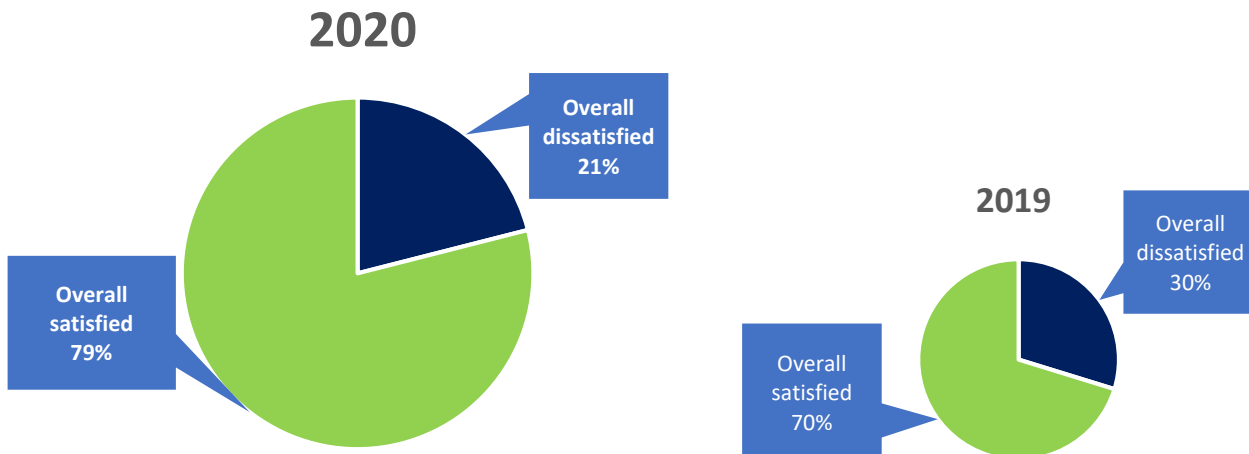
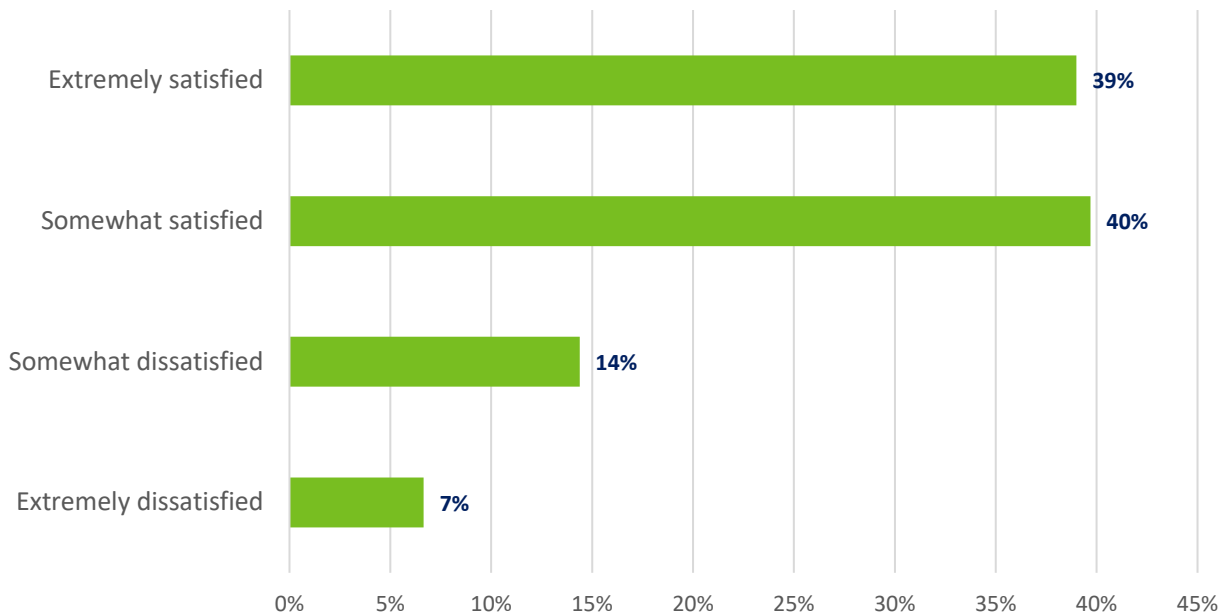
- CEs for continuing education
- They sent me a letter to remind me (with the form) to do an annual renewal of social work firm
- Helped a father to establish his rights as non-offending parent
- Applied to practice during COVID
- Supervision requirement questions
- Mailing list
- Supervision
- CE application
- Checking on paperwork regarding supervisee [sic]
- Received [sic] email information regarding training available
- Name change
- Renewal of license
- Emailed a request for a trainer
- Added new supervision plan and completed supervision plans
- Getting ADA Accommodations for licensure exam
- Webinar
- Training

QUANTITATIVE QUESTIONS

- 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](#))

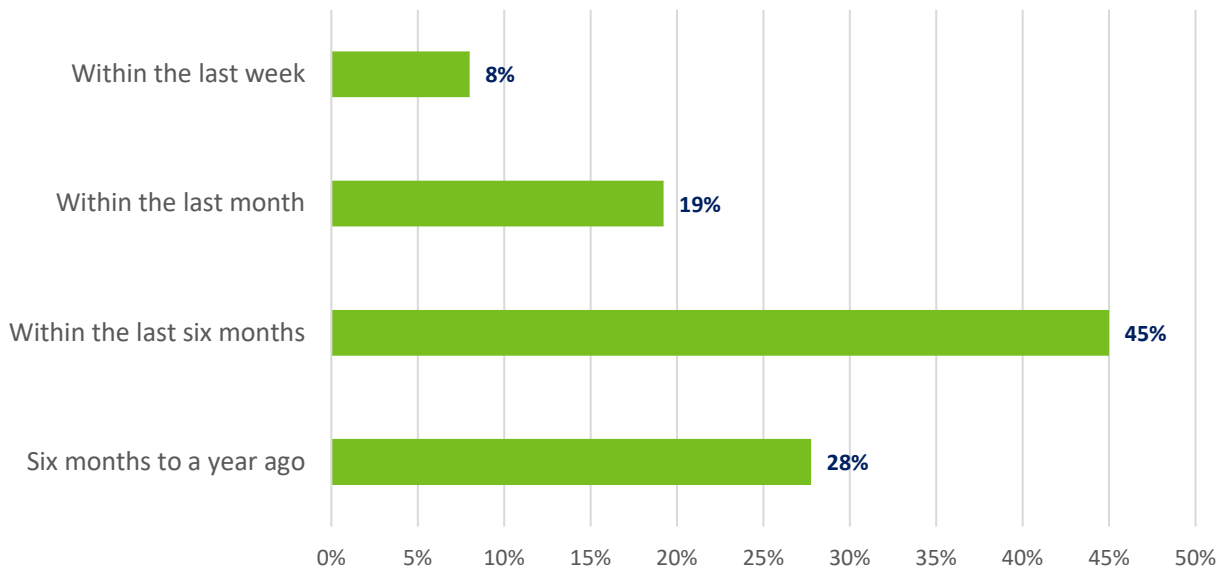
OVERALL CUSTOMER EXPERIENCE

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

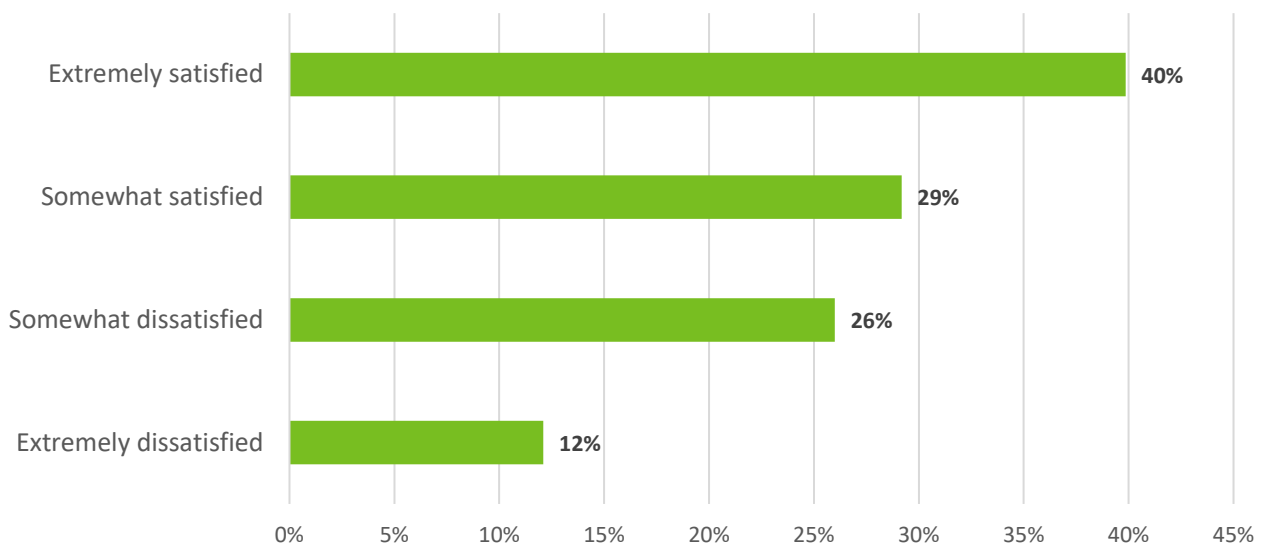


PHONE, EMAIL + IN PERSON CONTACT

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

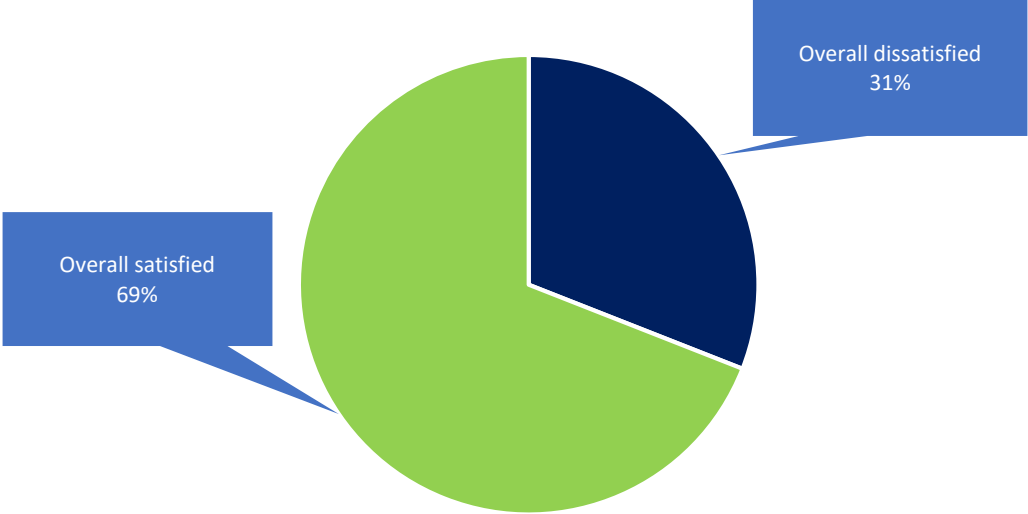


Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year?



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

2020

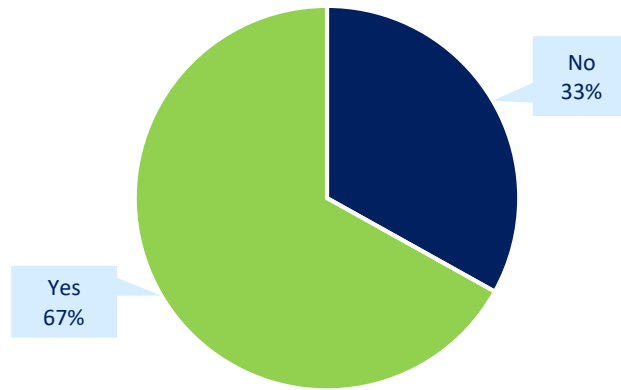


2019

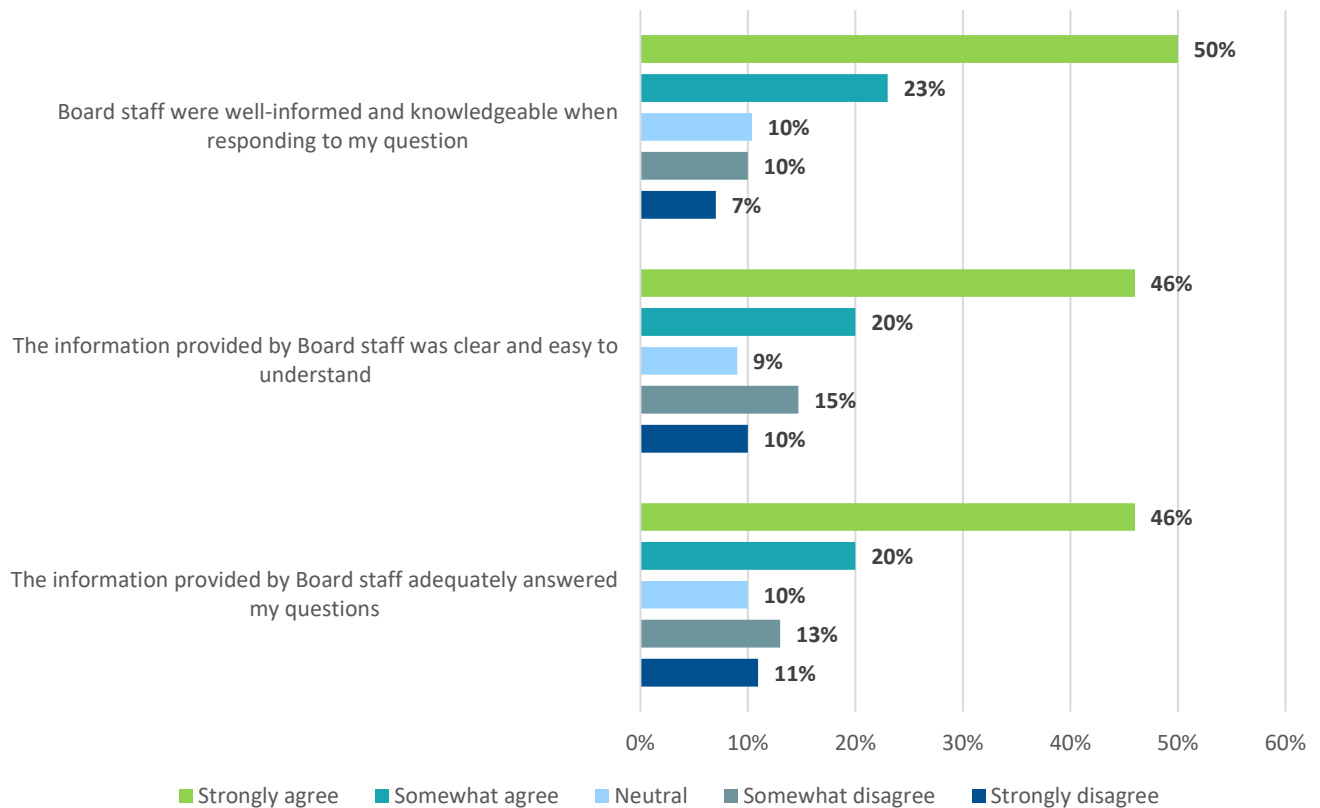


When you contacted the Board by phone, email, or in-person within the past year, did you receive a response within 24 to 48 business hours?

2020

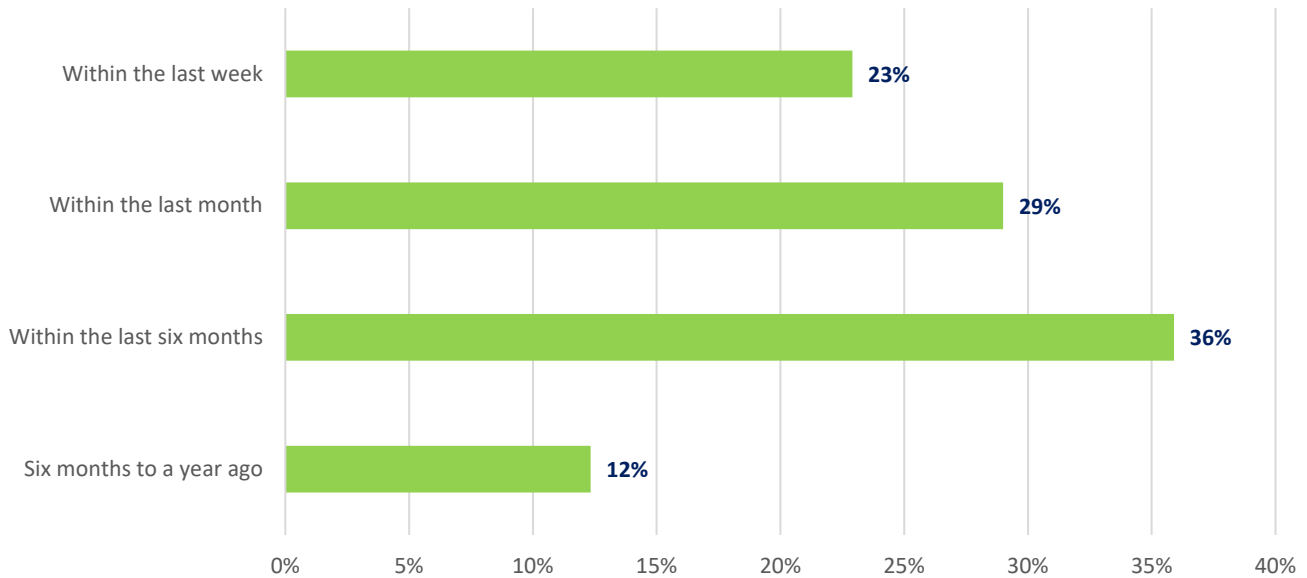


Thinking about times you contacted the Board by phone, email, or in-person within the past year, how much do you agree or disagree with the statements below?

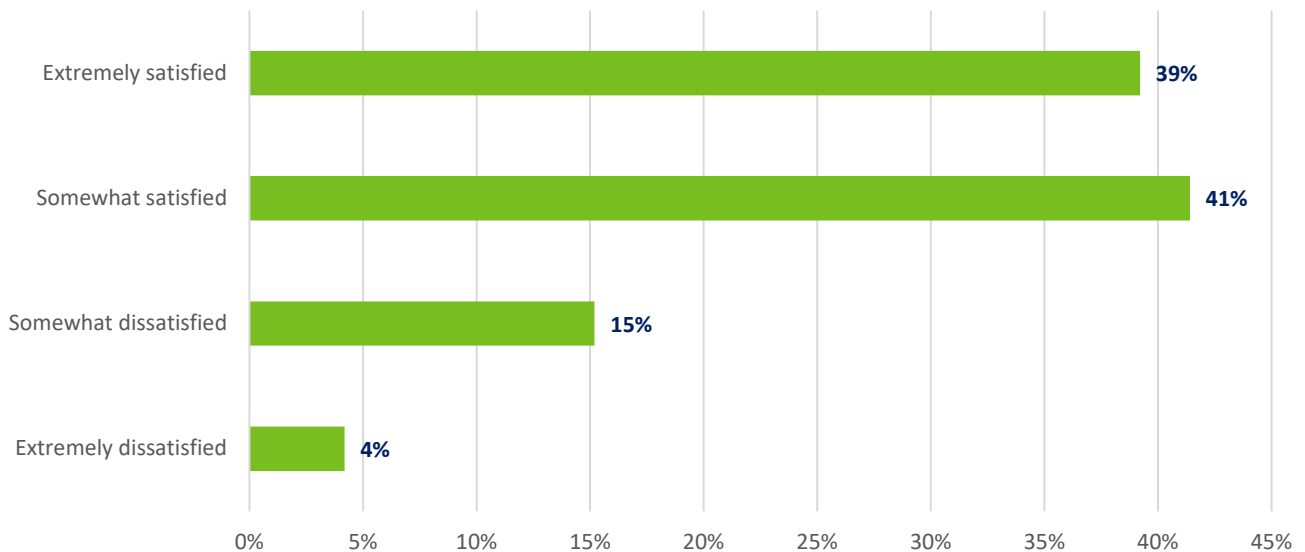


WEBSITE USE

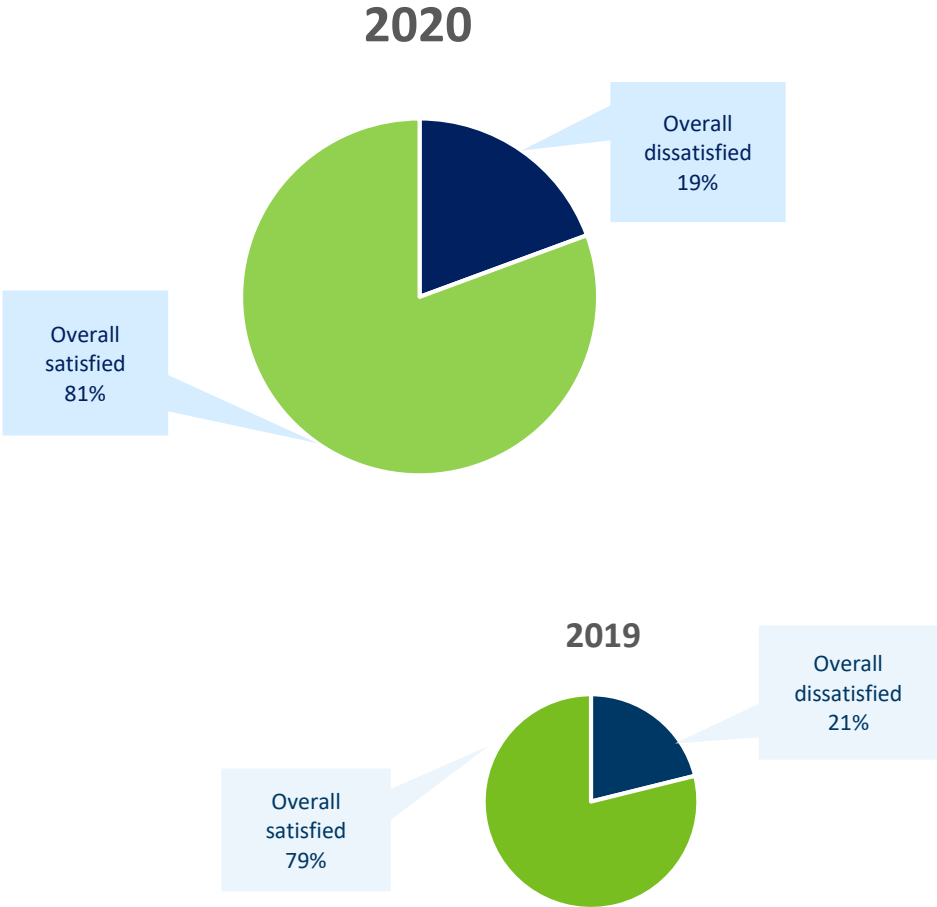
When was the last time you used the Board's website?



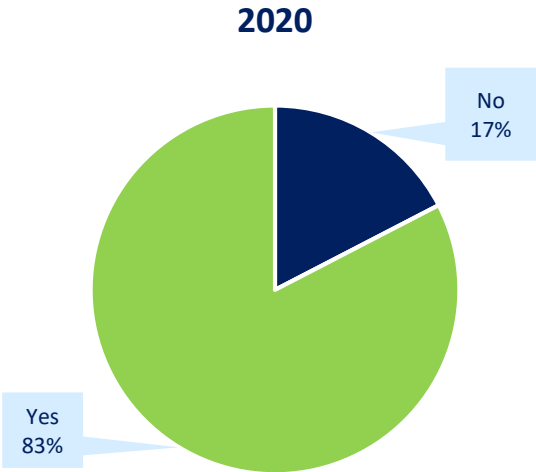
Overall, how satisfied were you with your experience using the Board's website within the past year?



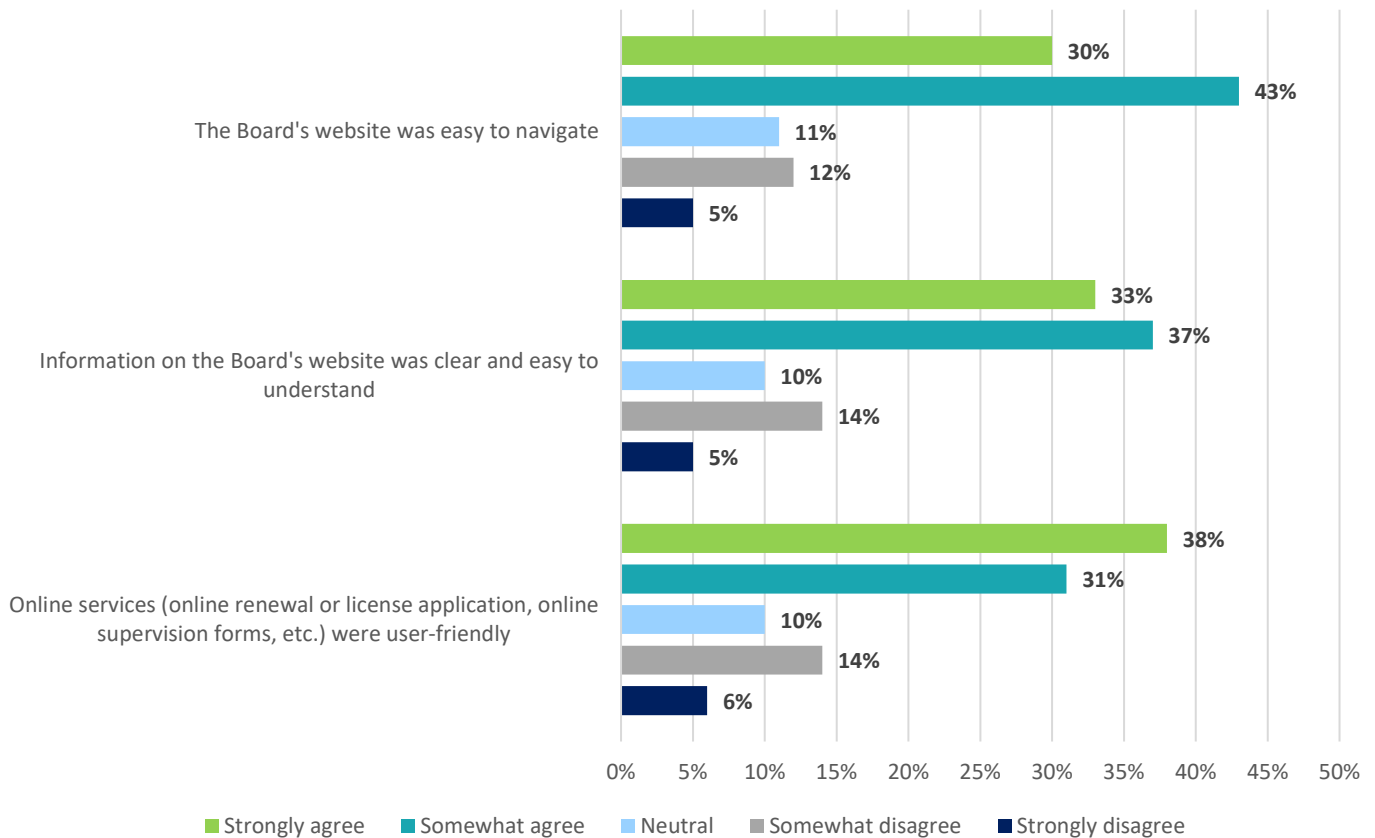
Overall, how satisfied were you with your experience using the Board's website within the past year?



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	207
Comment rate	44%

Commonly Noted Areas of Satisfaction:

- Responsiveness of staff despite the new challenges of COVID-19
- Ease of online renewal
- Prompt response time

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

Total comments	182
Comment rate	39%

Commonly Noted Areas for Improvement:

- Speed of processing
- Clarity of responses
- More direct communication, not mail

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

Total comments	76
Comment rate	16 %

Commonly Noted Customer Experience Feedback:

- Provide more clear guidelines
- Offer information on “Next Steps” for Application/Renewal process
- BOSW was proactive with expectations during COVID-19

PHONE, EMAIL + IN PERSON CONTACT

Please provide any other comments or feedback about your experience contacting the Board by phone, email, or in-person within the past year:

Total comments	114
Comment rate	24%

Commonly Noted Areas for Improvement:

- More clarity around supervision requirements and plans
- More timely responses to inquiries; phone contact in particular
- Staff responsiveness has improved
- Staff is knowledgeable and helpful

USE OF WEBSITE

Are there any specific services or information you would like to see added to the Board's website?

Total comments	114
Comment rate	24%

Commonly Noted Areas for Improvement:

- Notification system for incorrect entries and documents ready to be reviewed
- Easier process for supervision plan submission; ability to delete inaccurate entries and review entries
- More clear language, less technical
- Make forms easier to find

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

Total comments	81
Comment rate	17%

Commonly Noted Areas for Improvement:

- Website is easier to navigate, more accessible
- Online functionality is improved
- Supervision plan process could be more clear
- Provide communication about “next steps” in process

NEXT STEPS + RECOMMENDATIONS

Executive Director Recommendations to Board:

- Discuss results and possible recommendations with Board at the January 15, 2021 public board meeting
- Report results to BOSW staff for input and recommendations following January 15, 2021 board meeting
- Report results to AC at the February 5, 2021 meeting for recommendations from professional organization representatives
- Continue generative discussion with board members at March 20, 2021 public board meeting strategic planning event incorporating staff and AC recommendations to 1) assess recommendations, and 2) determine possible plan for action
- Identify possible performance goals and set benchmarks for next year based on comparison of last year and current year survey data
- Possible incorporation and implementation of identified action steps into next BOSW biennial budget planning to begin summer/fall 2022 based on analysis of both short-term and long-term fiscal impact

ACKNOWLEDGMENTS + APPRECIATION

The Board and staff extend sincere appreciation to members of the Board's Advisory Committee (AC) for taking the lead on this important Customer Satisfaction Survey project in 2019. AC members' expertise, critical thinking and many volunteer hours helped to produce and execute this strong survey tool. The Board and staff are committed to provide a very high level of customer service and strive for continuous process improvement in order to effectively meet the needs of customers and stakeholders.

Board Leadership also extends sincere appreciation to the BOSW staff who consistently demonstrate their commitment to the Board's mission of protecting the residents 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 interest and time 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.

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)*