MINNESOTA
BOARD OF SOCIAL WORK

Protecting the Public

2023 CUSTOMER SATISFACTION SURVEY RESULTS

Presented to Board January 19, 2024

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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.

Since the development of the initial survey in 2018, the Board has continued to update questions to reflect current operational processes or updates with online services. The Board reviews questions to ensure it is relevant to current customer services.

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 and track number of responses as submitted.
  - 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 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 10/16/2023.
        - Sent standalone GovDelivery notice 10/31/2023.

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:
    - Interactions with BOSW by phone, email, or in person.
    - Use of BOSW website
    - Include fields for open-ended comments throughout survey
- 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 and business process improvements from staff perspective.
- Utilize annual survey data to measure results over time; initial 2019 survey provides "baseline" data.

SURVEY COMPLETION DATA

2023 (5th Annual) Survey Period:

Published: October 16, 2023
Closed: November 17, 2023
Duration: 31 days

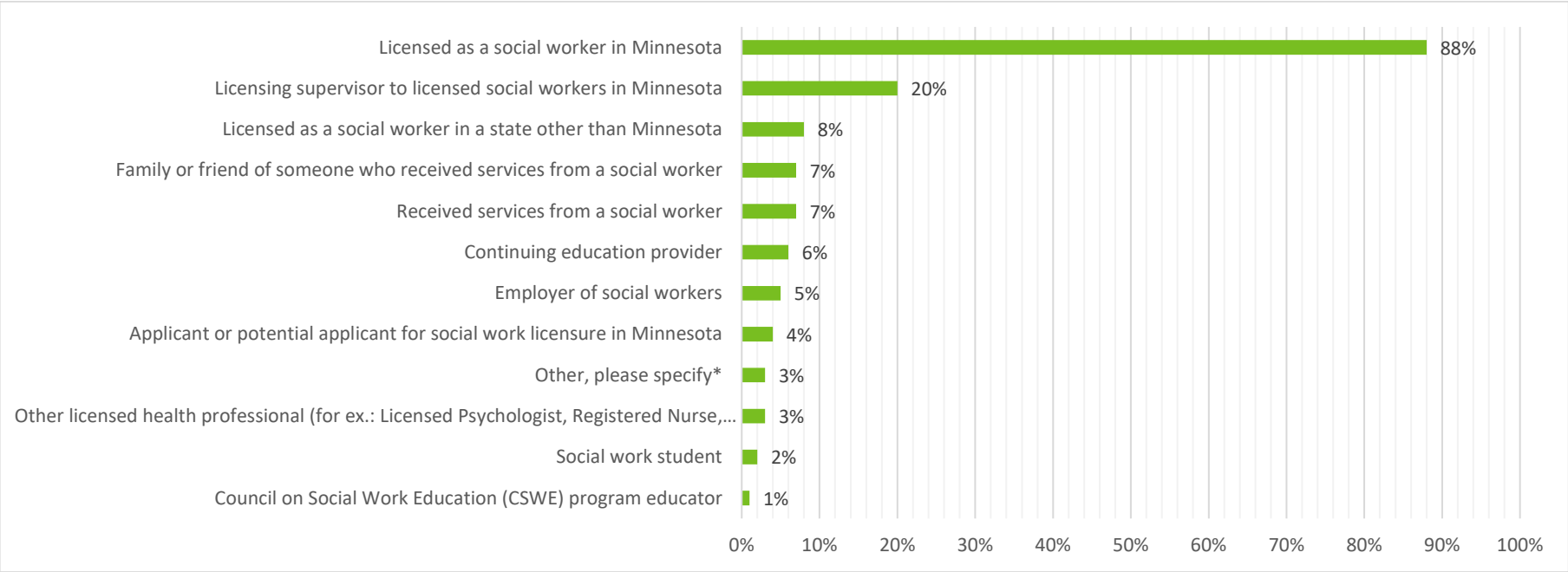
Response Data:	**2023**		**2022**	
Total respondents	***496***	***100%***	***218***	***100%***
Total respondents that utilized Board services within past year*	**392**	**79%**	**189**	**87%**
Total respondents that **contacted the Board by phone, email, or in person within past year**	204	41%	85	39%
Total respondents that **used Board's website within past year**	388	78%	147	67%

Remaining **104 respondents were filtered out of main survey, as identified as not using services within the last year, to a final open-ended comments field; 36 comments provided.*

DEMOGRAPHIC QUESTIONS

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

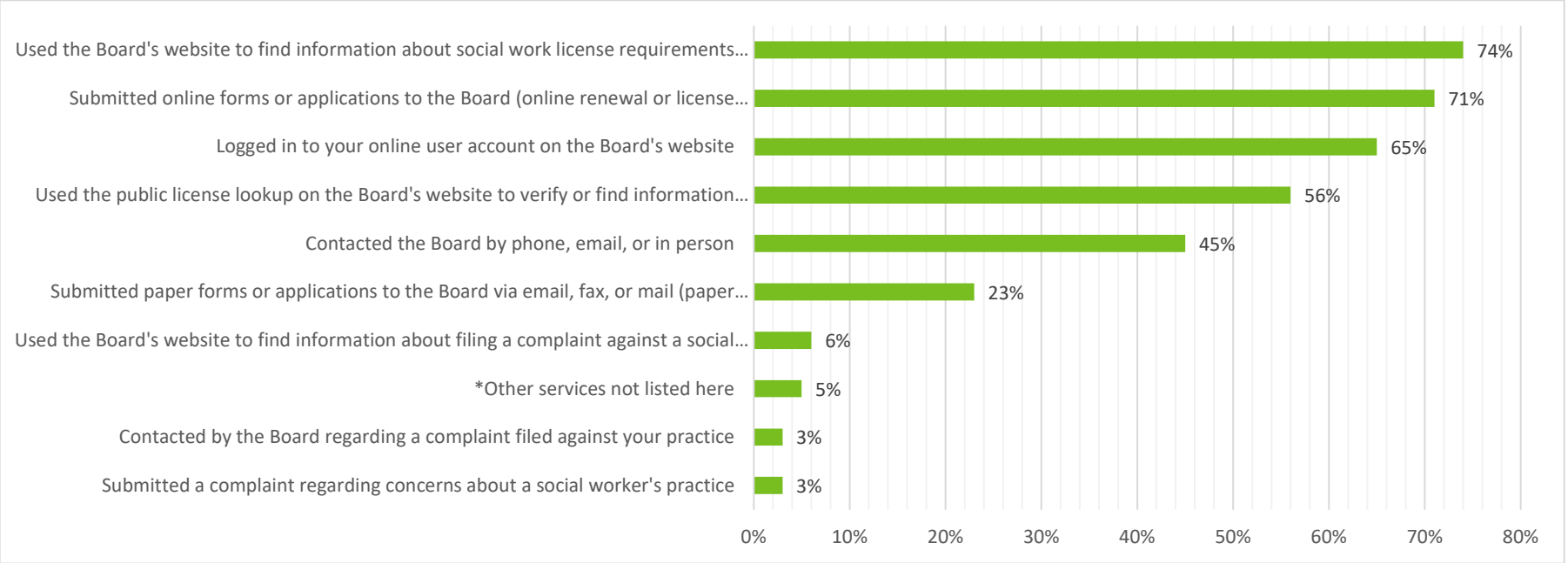
Which of the following best describes you? *(select all that apply)*



* 'Other please specify' responses

Certified Peer
Social worker not practicing social work
Professor at school of Social Work
Retired SPPS faculty
Lapsed License due to County Work
Parent of disabled
Retired social worker
Living in another state/studying to pass LBSW
Taxpayer
Unlicensed social worker

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



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

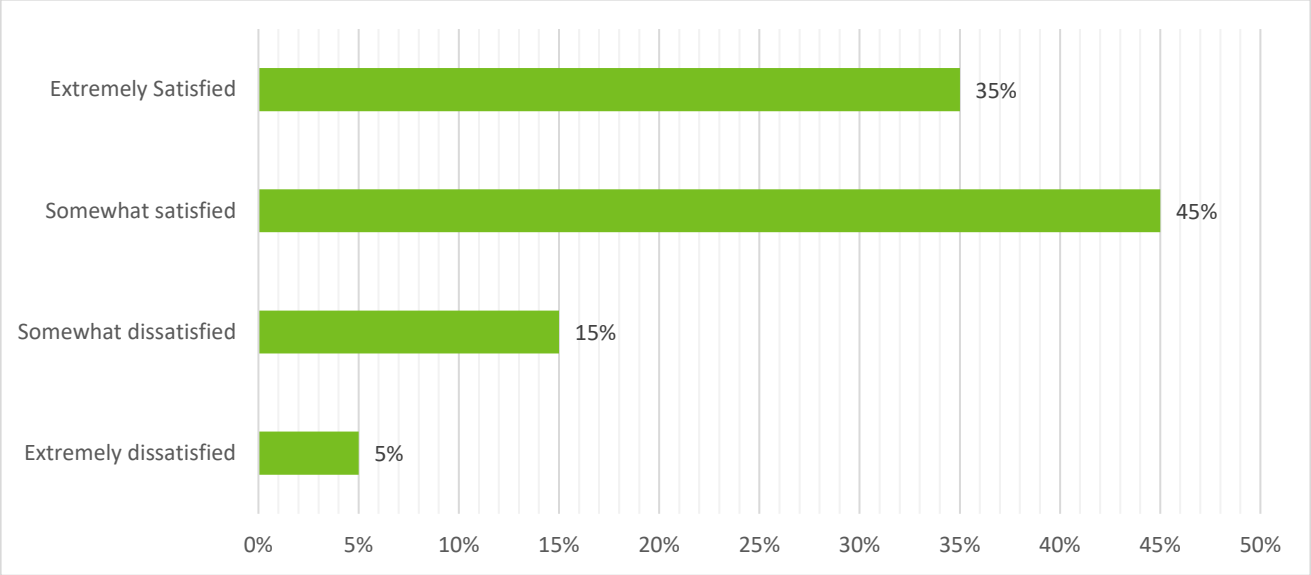
- Student presentation
- Used Continuing Education Opportunities by the State of MN Board of Social Work
- Consulted about compliance issues
- Name change
- Access supervision requirements
- Ask a question about ethics
- Provisional license.
- Access Board meeting documents
- CEU provider application and how to become a CEU provider
- Completed a survey for social workers on license reciprocity for surrounding states

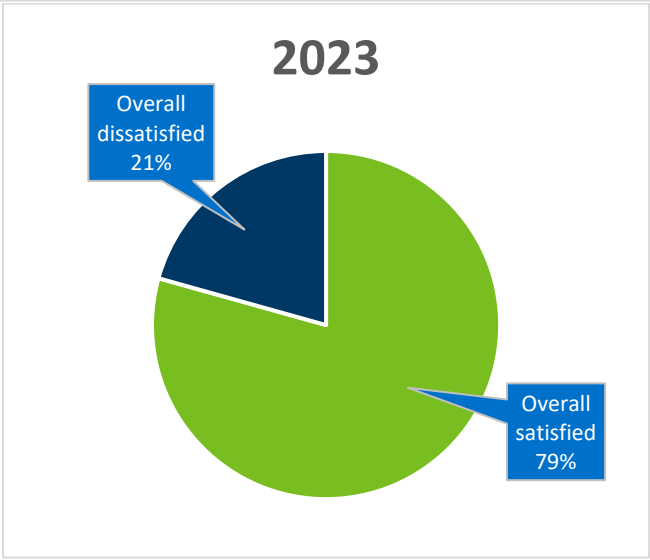
QUANTITATIVE QUESTIONS

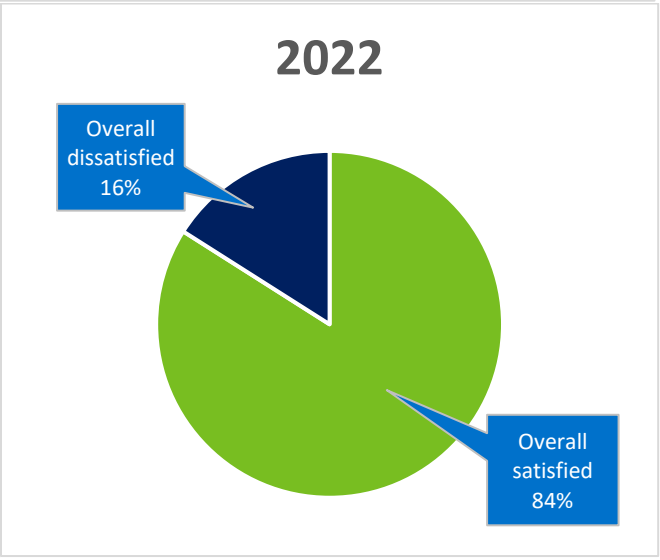
- Responses required for all quantitative survey questions.
- Response rates, shown in graphs in following sections, calculated as number of responses for each response option by total number of respondents that answered the questions (varies based on survey section due to filter questions, see table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

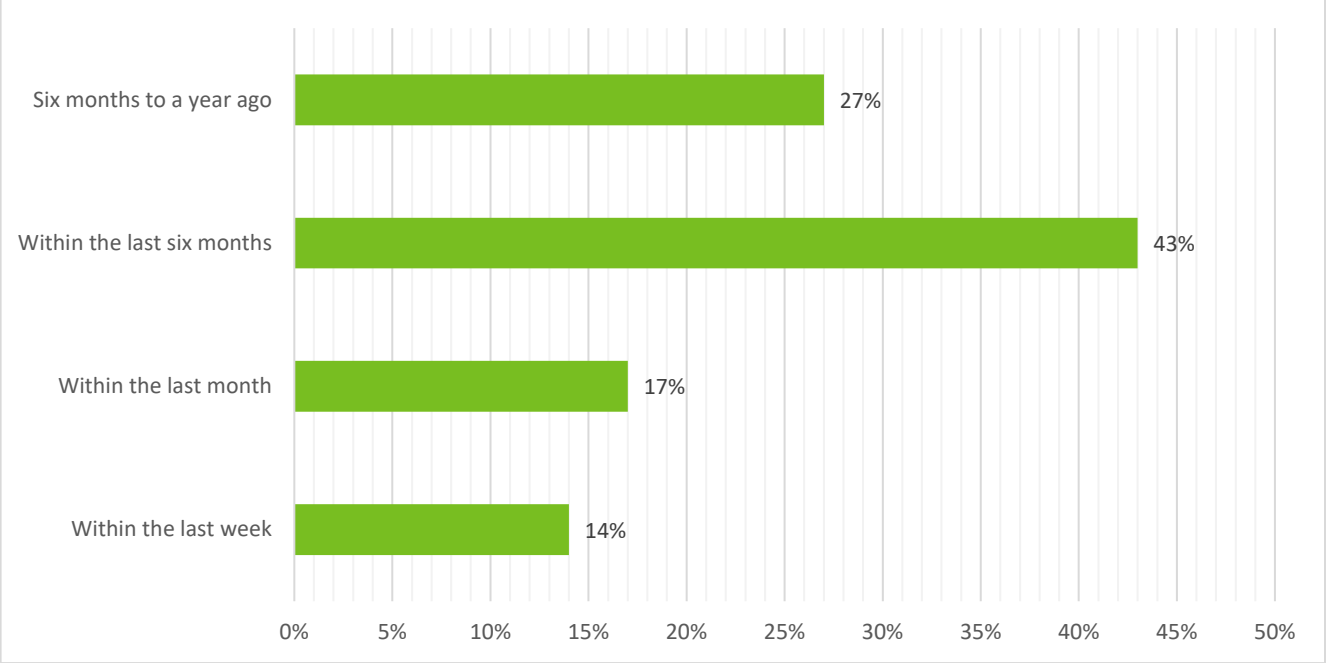




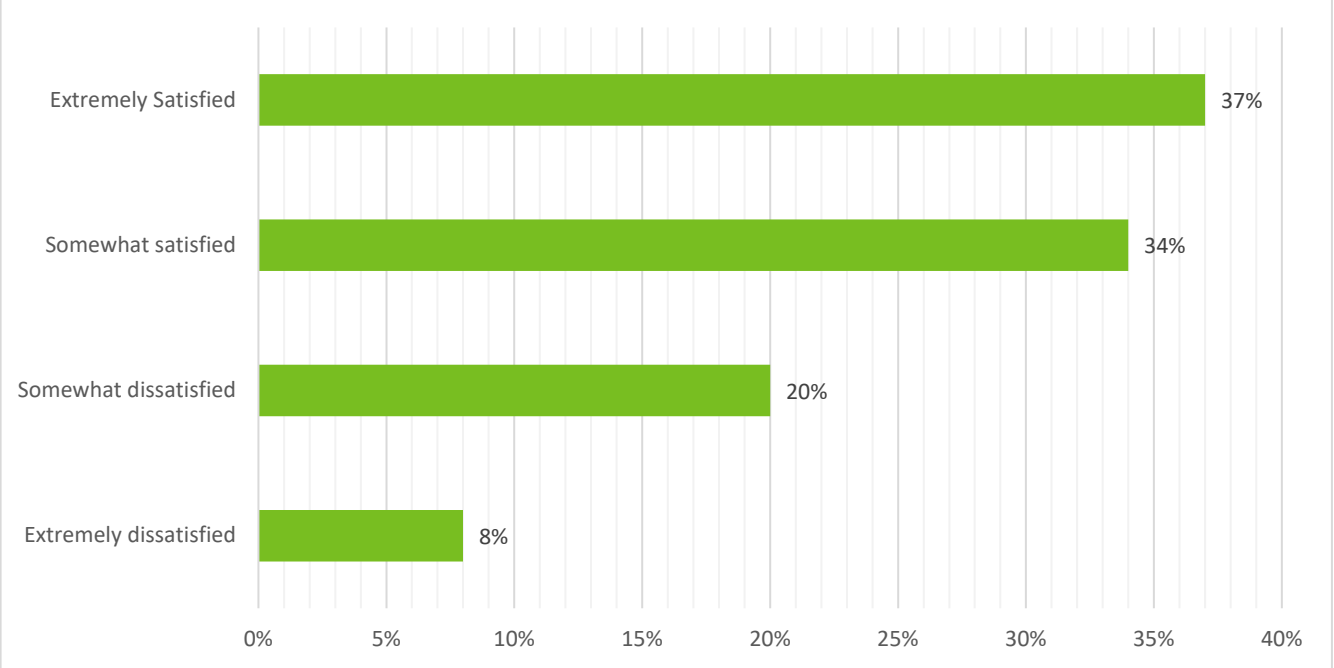


PHONE, EMAIL + IN PERSON CONTACT

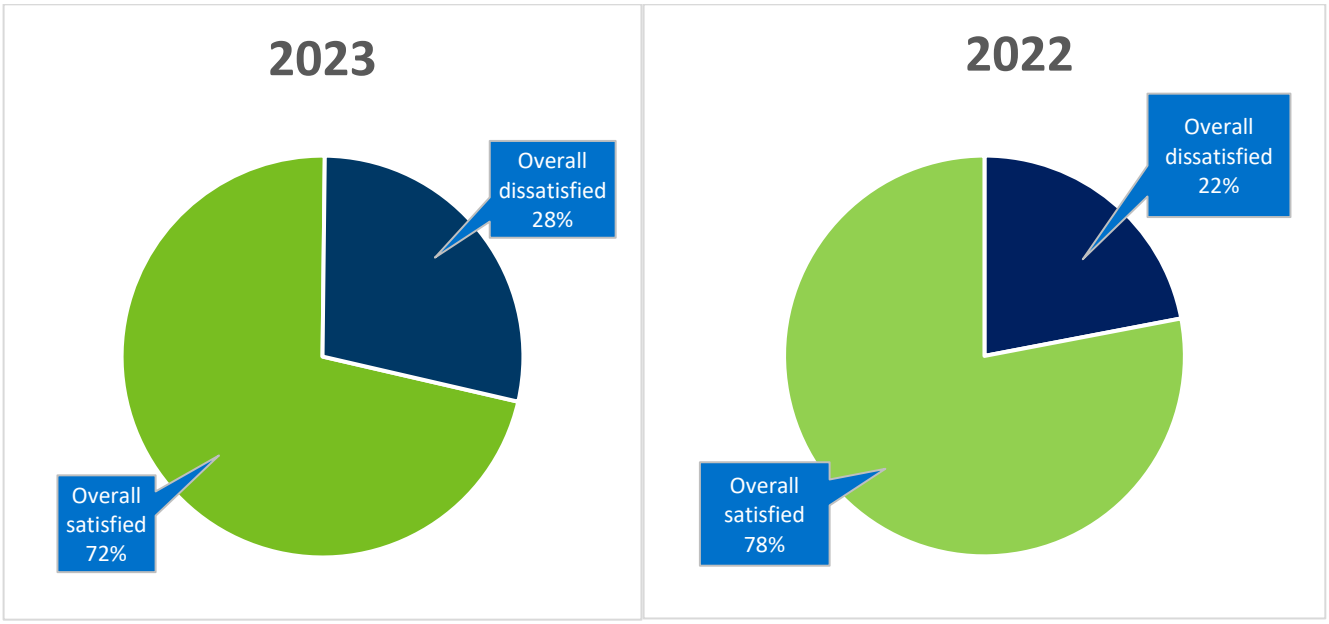
When was the last time you contacted the board by phone, email, or in person?



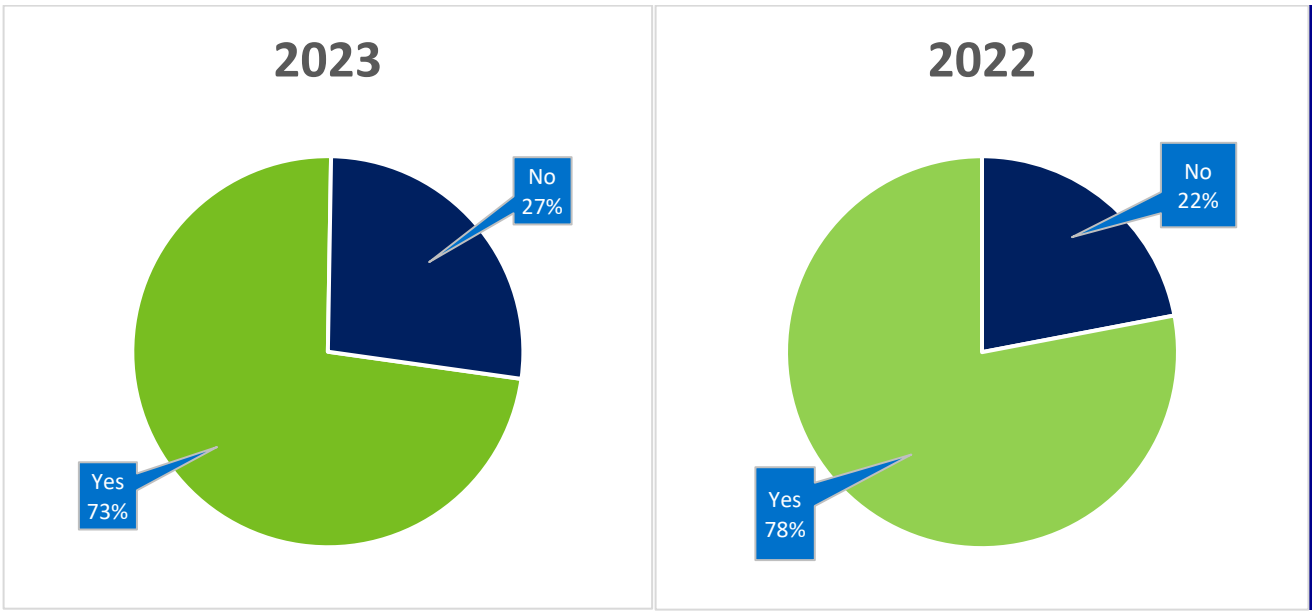
Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year?



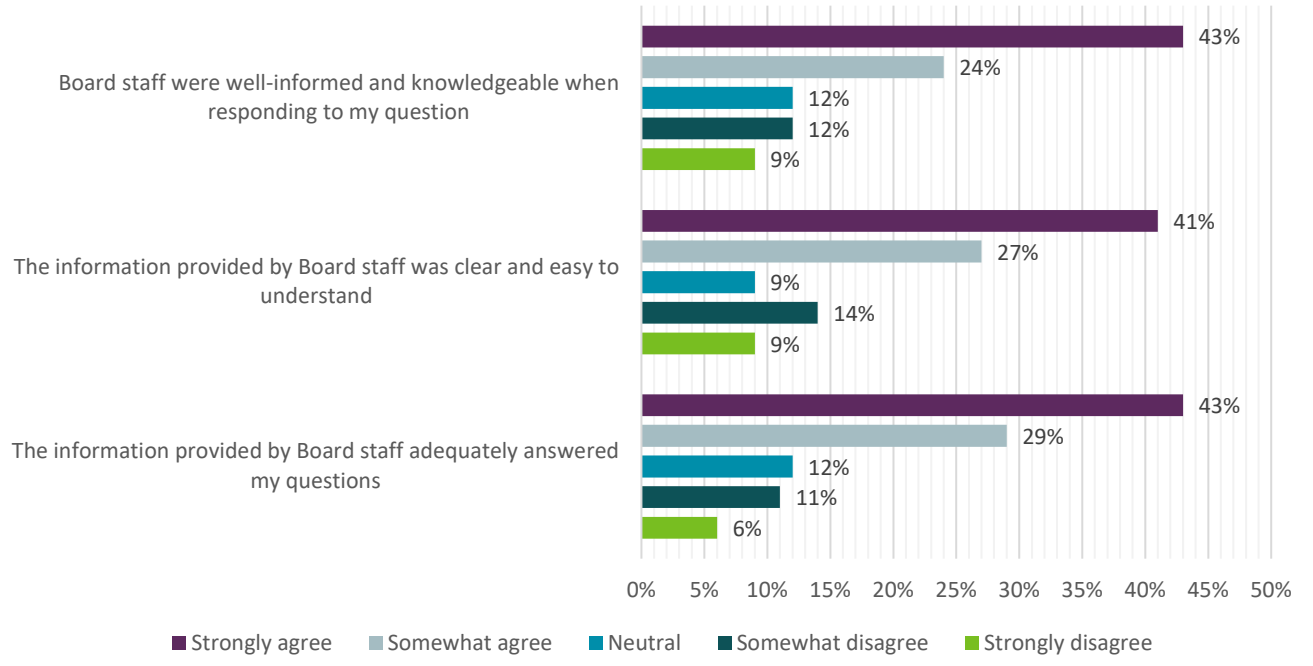
Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year? *(Continued)*



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?

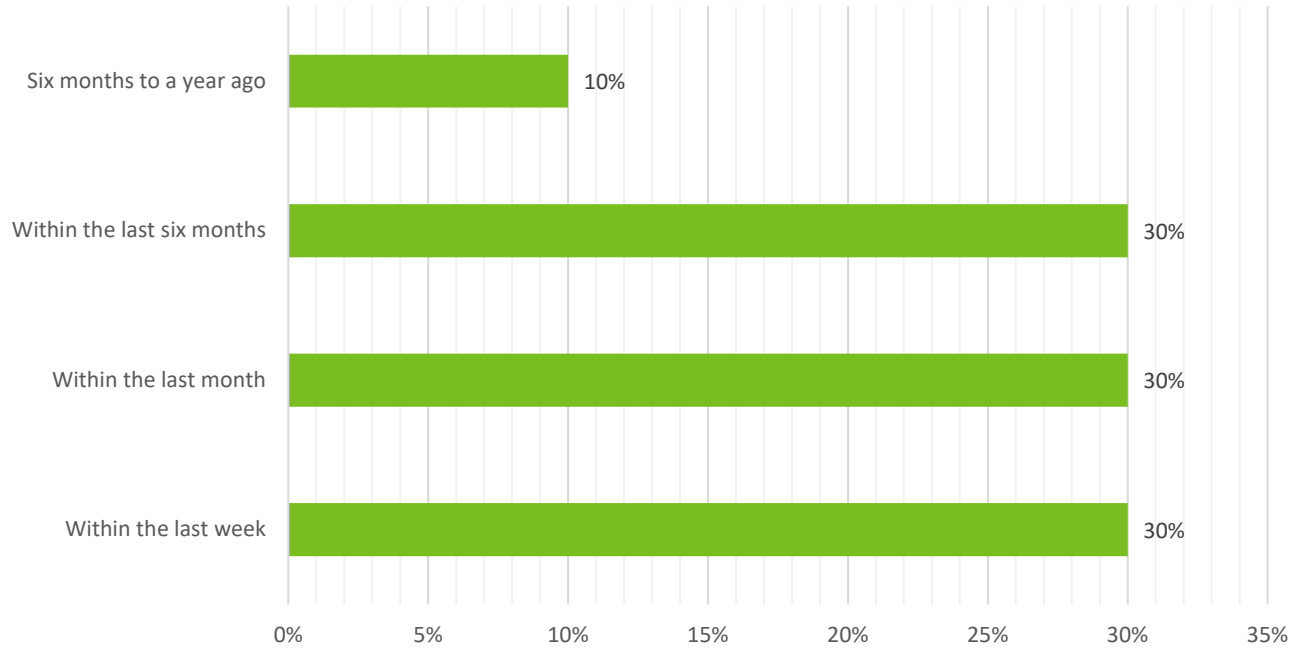


Thinking about times you contacted the Board by phone, email, or in-person within the past year, how much do you agree or disagree with the statements below?

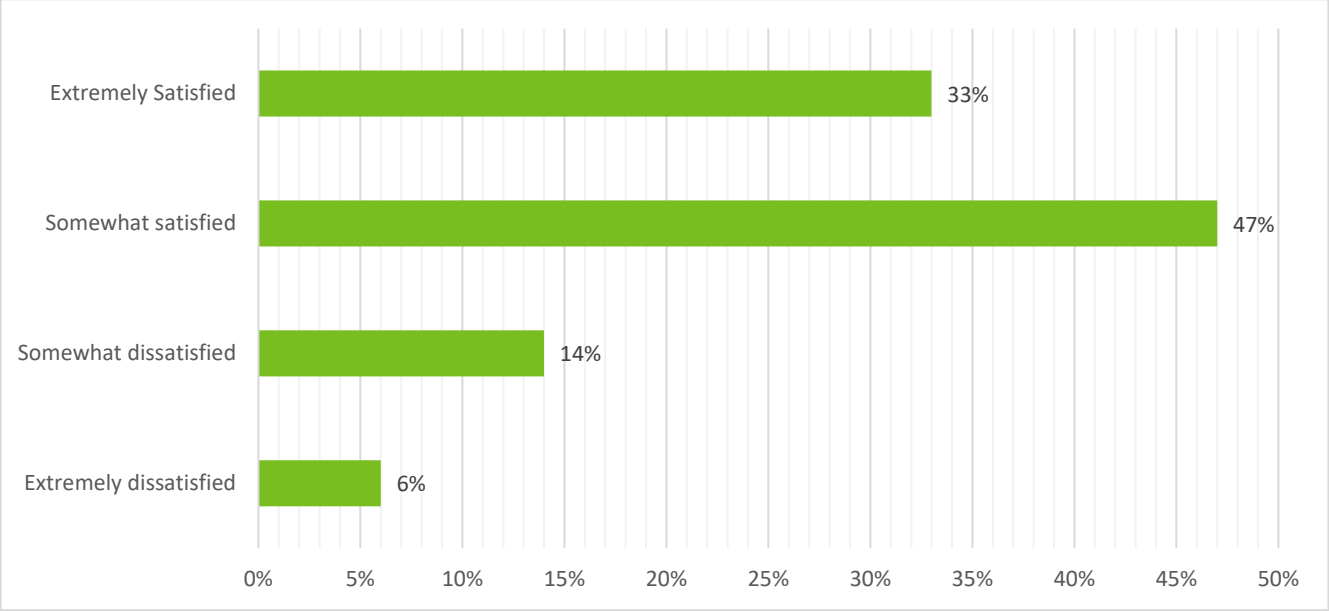


WEBSITE USE

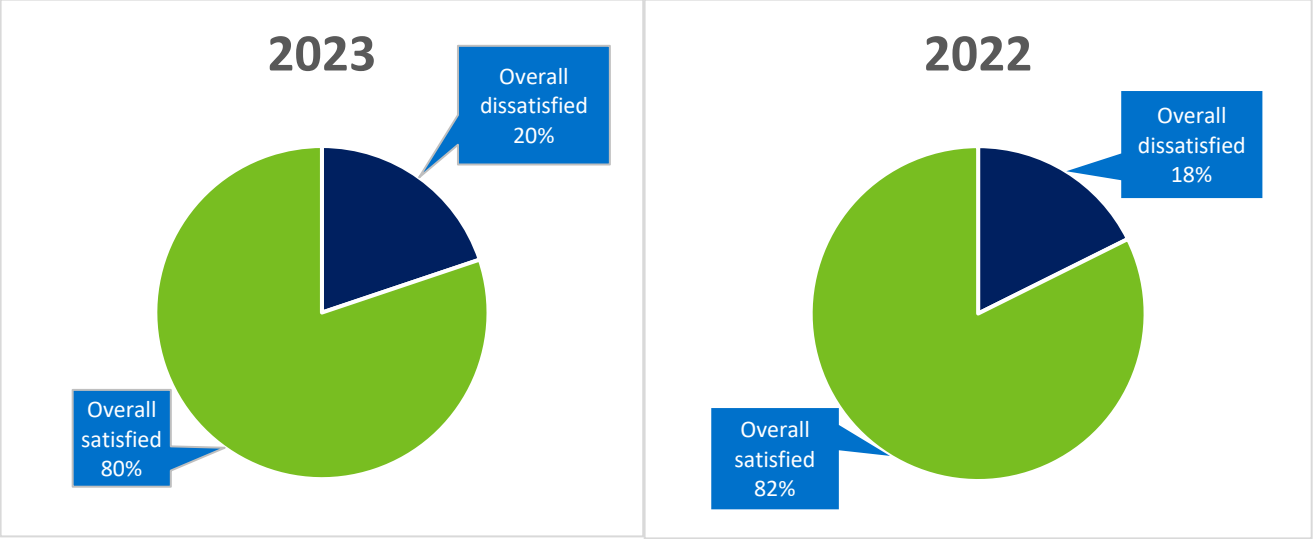
When was the last time you used the Board's website?



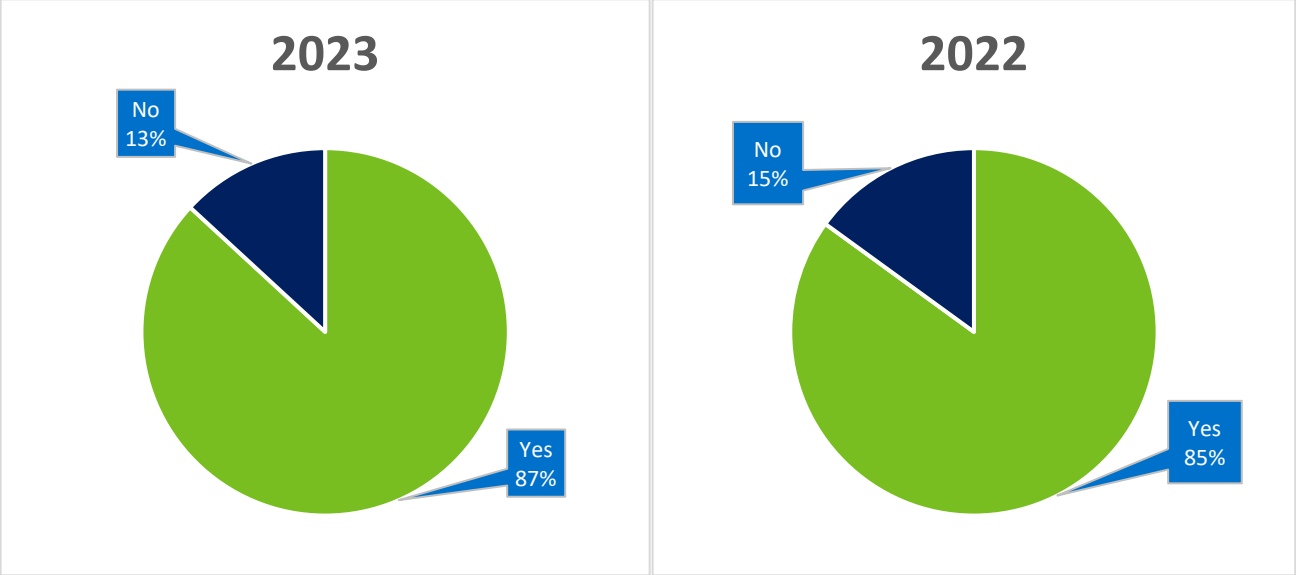
Overall, how satisfied were you with your experience using the Board's website within the past year?



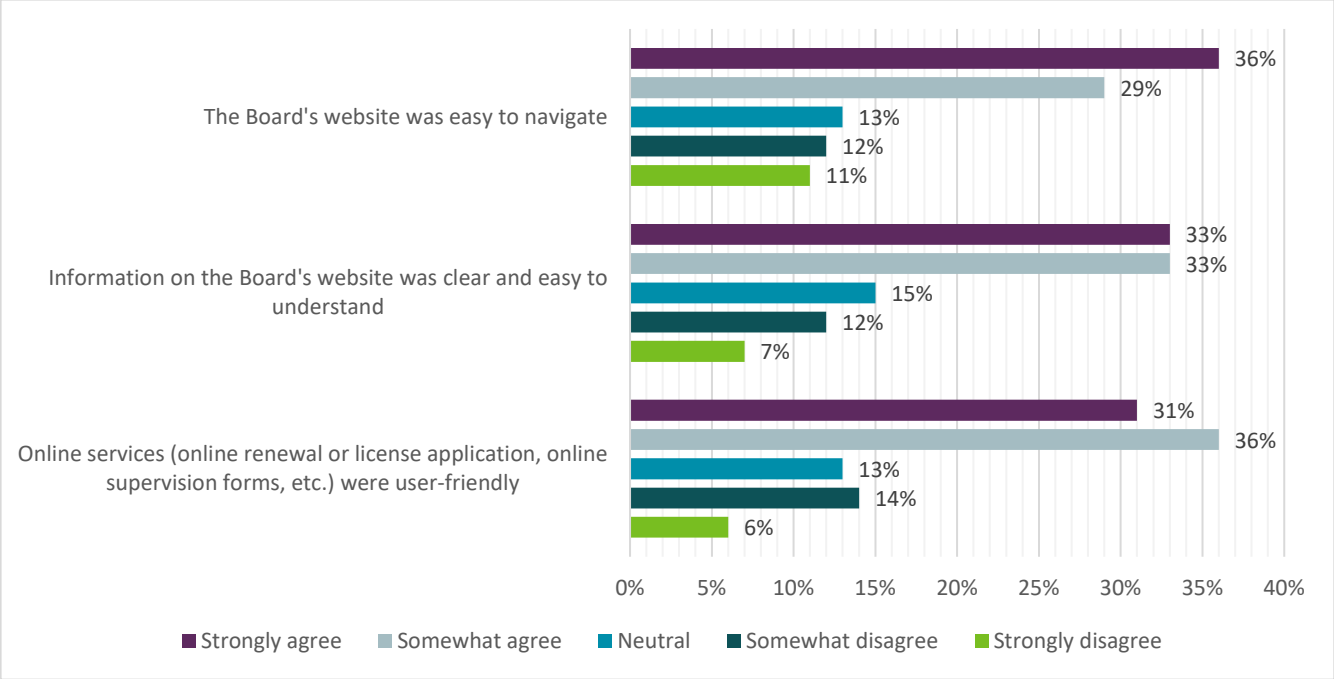
Overall, how satisfied were you with your experience using the Board's website within the past year?



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

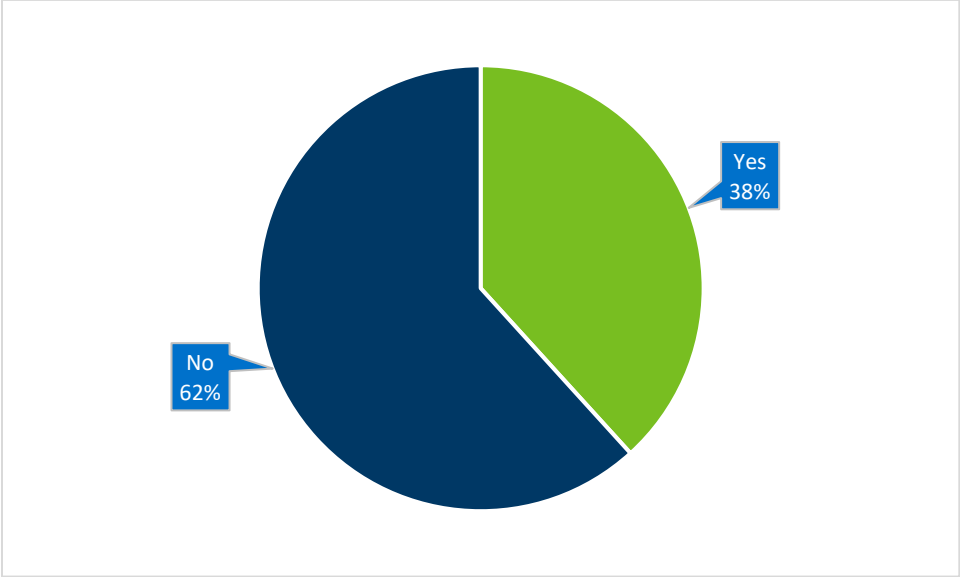


Thinking about times you used the Board's website within the past year, how much do you agree or disagree with the statements below?

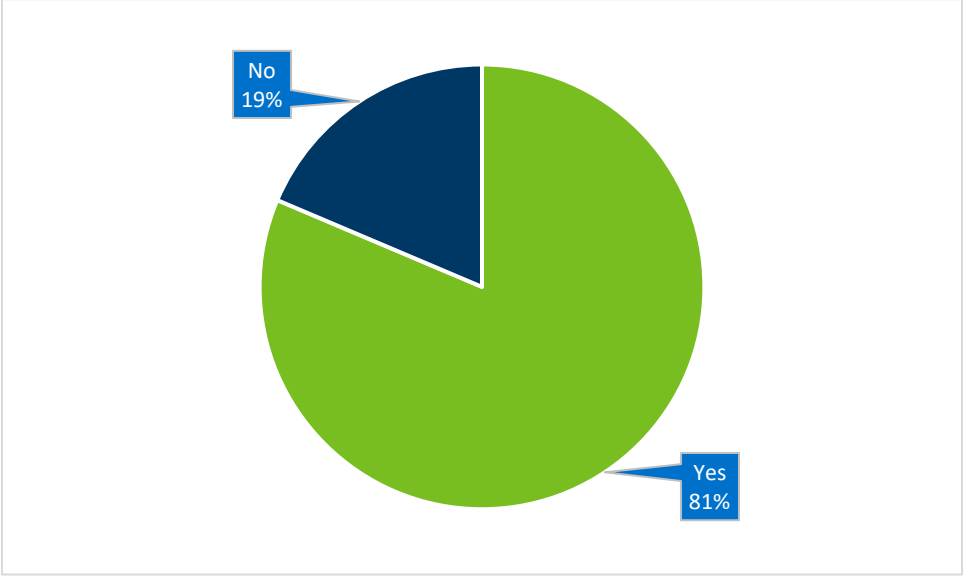


EMAIL NOTIFICATIONS/SUBSCRIPTION

In June 2023, the Board started sending licensure renewal notices via email rather than mailing the blue renewal card. Did you receive an email notification for renewal?



Do you subscribe to the Board of Social Work to receive emails, newsletters, or other information about the board?



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

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

Total comments	135
Comment rate *(based on total respondents that utilized Board services within past year)*	34.44%

Noted Areas of Satisfaction:

- Timely and prompt responses to questions
- Email updates and responses were prompt
- Online process went smoothly
- BOSW staff are friendly and answered my questions

Noted Areas of Improvement:

- Website difficult to navigate
- FAQ with checklist of items for all licensing levels
- Supervision module is complicated and difficult to use
- Unable to delete old supervision plans or verification forms
- No supervisor notification that a supervisee has submitted a form that needs to be reviewed
- It's challenging to speak to someone about my questions
- Responses often direct licensee to the website, but the website is confusing
- Email confirmation with renewals so licensee is aware the renewal was processed
- Application process is very complicated

#11 – 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	71
Comment rate *(based on total respondents that utilized Board services within past year)*	18.11%

Noted Areas of Satisfaction

- Staff are well informed and knowledgeable
- Exceptional website (as compared to other states) timely returned emails, phone calls, etc.
- Staff is helpful and courteous

Noted Areas of Improvement

- Clarity about where to find information on the website
- Email response time is quick, but phone calls need to be returned in a timely manner
- Add a FAQ with a checklist for license requirements
- It's unclear who to contact about for questions
- Licensure process is confusing when transitioning from one licensure level to another
- Clarity about supervision hours and expectation of direct practice hours

#15 – Were you able to find the information or service you were looking for on the Board's website? If no, what specific services or information would you like to see added to the Board's website?

Total comments	38
Comment rate *(based on Total respondents to this questions)*	9.79%

Commonly noted areas of service/information needed:

- Challenging to find information about CEU renewal and continuing education requirements
- Ability to view supervision hours submitted and calculation of total hours
- Notification when supervision plans need signatures or have been signed by supervisor
- Difficulty finding forms on the website
- Include step by step instruction on how to apply for licensure
- Too much information on the website and it's difficult to navigate

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

Total comments	92
Comment rate *(based on total respondents that utilized Board services within past year)*	23.47%

Suggested items to add to the board website:

- Online portal to send direct communication regarding the application missing items, incomplete form, or confirmation receipt
- Continuing education provider process to be online services instead of paper process
- Assistance with filing a complaint against a social worker
- FAQ and checklist to include what is needed to obtain a license

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

Total comments	68
Comment rate *(based on total respondents that utilized Board services within past year)*	17.35%

Noted Areas of Satisfaction:

- Very user friendly and easy to understand
- Website is informative, clear, and easy to navigate compared to others

Noted Areas of Improvement:

- Unable to edit supervision plans without starting over
- Unable to track supervision hours with the online system
- Online system should have capability for licensee to list more than one supervisor
- Website is challenging to use on a mobile device
- Website needs to be better organized to find information easier

#19 – In June 2023, the Board started sending licensure renewal notices via email rather than mailing the blue renewal card. Did you receive an email notification for renewal? If Yes, what did you like about the email licensure renewal notices?

Total comments	80
Comment rate *(based on total respondents that utilized Board services within past year)*	20.41%

Noted Areas of Satisfaction:

- Timely receipt of the email notification and ecofriendly method of delivery
- Able to renew license via clicking on the link in the notification
- Emailing the renewal aligns with current communication methods

Noted Areas of Improvement:

- Prefer the paper blue card renewal or both the paper and email notification
- Request a follow up email reminder to renew
- Receive so many emails per day that the renewal notice gets lost with all the emails
- Unsure how to change email address if there is a change in employment when using work email

#20 – Do you subscribe to the Board of Social Work to receive emails, newsletters, or other information about the Board? If Yes, what kind of information sent by the Board was helpful to you?

Total comments	142
Comment rate *(based on total respondents that utilized Board services within past year)*	36.22%

Noted Areas of Satisfaction:

- Updates from the board are helpful to stay current about changes.
- Helpful information from the Board includes fee increases, renewal changes, legislative updates, Board meeting agendas, minutes, open board member vacancies and staff positions, and surveys.
- Update about changes to CEU requirements

Noted Areas of Improvement:

- Want less emails and only send what is essential to know

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

Total comments	90
Comment rate *(based on total respondents that utilized Board services within past year)*	22.96%

Noted Areas of Satisfaction:

- Responsiveness of the of board staff
- The online renewal process is more efficient than in previous years
- Staff extremely helpful

Noted Areas of Improvement:

- High cost of licensure renewal for social workers
- Update online services to be more user friendly
- Offer monthly session for new licensed social workers to ask questions about licensing and regulation
- Confirmation receipt from online services of completed supervision hours and verification before license renewals

#22 – 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*.

Total comments	36
Comment rate *(based on total respondents that have NOT utilize Board services this past year)*	34.62%

Noted Areas of Satisfaction:

- Use the board website primarily to renew license and the site is easy to navigate
- The BOSW website is good for information rather than needing to speak with someone directly

Noted Areas of Improvement:

- The 40 CEU requirement is expensive and challenging to complete. Consider reducing the number of required CEU for renewals.
- Need to call the Board with questions because website is not user friendly

NEXT STEPS + RECOMMENDATIONS

Executive Director Recommendations to Board:

- Discuss results and possible recommendations with Board at the January 19, 2024 public board meeting.
- Report results to BOSW staff for input and recommendations following January 19, 2024, board meeting.
- Report results to AC at the February 2, 2024, meeting for recommendations from professional organization representatives.
- 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 2024 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. 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. In addition, Board Leadership is grateful to BOSW staff who continuously review and update the survey questions to ensure relevance and analyze the feedback to identify steps to improve customer service.

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, questionnaire proceeds to question 22, which is the final survey page.

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 12

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. *[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)*

9. **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

10. **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

11. *[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)*

12. **Have you used the Board's website within the past year?**
    - Yes
    - No
      - If "Yes" selected, questionnaire proceeds to question 13
      - If "No selected, questionnaire proceeds to question 19

13. **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

14. **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

15. **Were you able to find the information or service you were looking for on the Board's website?**
    - Yes
    - No
      - If "Yes" selected, questionnaire proceeds to question 16
      - If "No selected, *[Open-ended question]* **What specific services or information would you like to see added to the Board's website?**

16. **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

17. *[Open-ended question]* **Are there any specific services or information you would like to see added to the Board's website?** *(limit 500 characters)*

18. *[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)*

19. **In June 2023, the Board started sending licensure renewal notices via email rather than mailing the blue renewal card. Did you receive an email notification for renewal?**
    - Yes
    - No
        - If "Yes" selected, *[Open-ended question]* **If yes, what did you like about the email licensure renewal notices?**
        - If "No selected, questionnaire proceeds to question 20

20. **Do you subscribe to the Board of Social Work to receive emails, newsletters, or other information about the Board?**
    - Yes
    - No
        - If "Yes" selected, *[Open-ended question]* **What kind of information sent by the Board was helpful to you?**
    - If "No" selected, questionnaire proceeds to question 21

21. *[Open-ended question]* **Please provide any other comments or feedback about your customer experience with the Board within the past year** *(limit 500 characters)*

22. *[Open-ended question] 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.