MINNESOTA
BOARD OF SOCIAL WORK

Protecting the Public

2024 CUSTOMER SATISFACTION SURVEY RESULTS

Presented to Board March21, 2025

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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 the original 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.

The Board implements this annual Customer Satisfaction Survey to gather input from stakeholders and measure results over time. The aggregate results of the survey, as well as strategies to address survey results, are made available in a report to the public each year at a public board meeting.

TIMING + AVAILABILITY OF SURVEY

- The survey was first developed and distributed in 2019 and continues to be administered annually.
- For one-month, the survey is open. The Board analyzes survey results, data trends, and implement changes as necessary.

METHODS OF DISTRIBUTION

- The survey link was publicly available and no invitation needed to take the survey.
- Information provided about length and purpose of survey was provided at the beginning 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 pages" after log-in.
    - Link included in staff email signature blocks.
    - Notifications sent to email subscribers via GovDelivery:
        - Sent standalone GovDelivery notice 10/23/2024.
        - Sent standalone GovDelivery notice 11/05/2024.

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 "baseline" data.

2024 SURVEY RESULTS

SURVEY COMPLETION DATA

2024 (6th Annual) Survey Period:

Published: October 23, 2024
Closed: November 18, 2024
Duration: 27 days

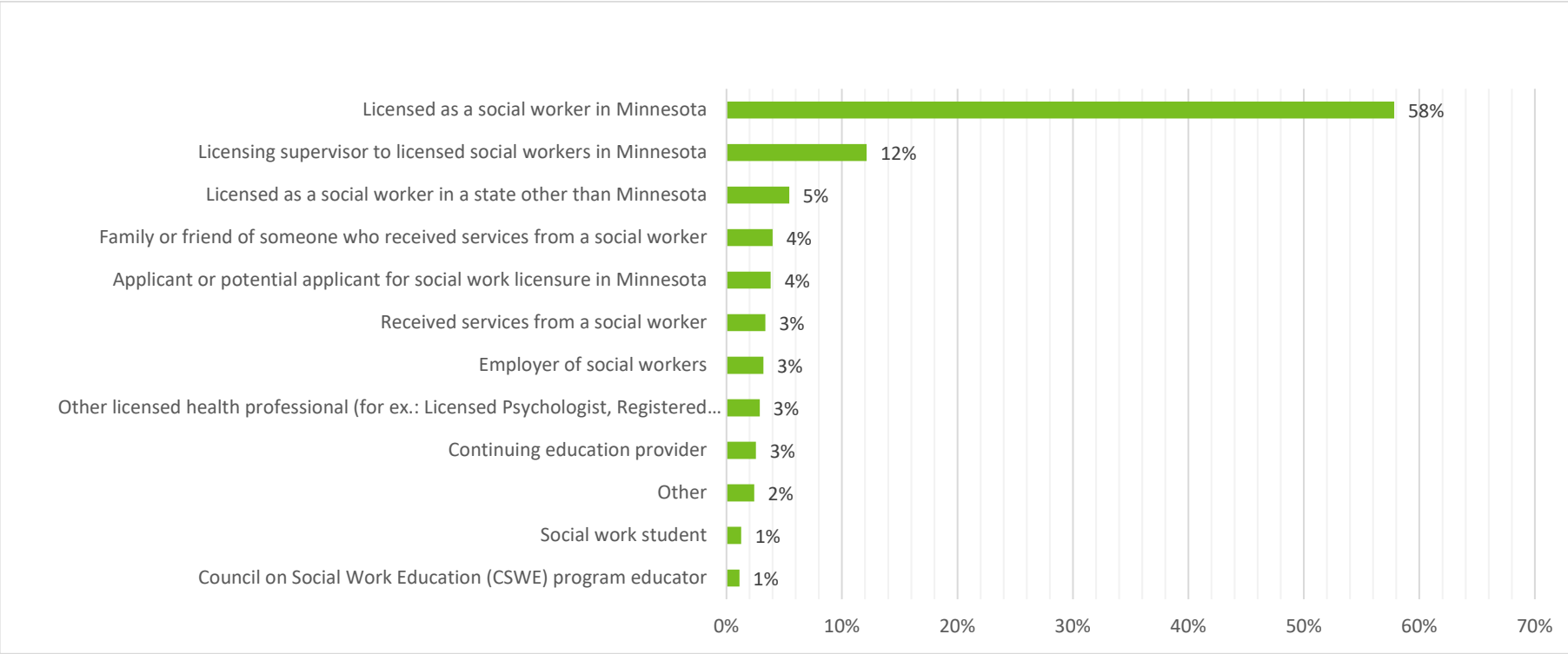
Response Data:	**2024**		2023	
Total respondents	***433***	***100%***	*496*	*100%*
Total respondents that **utilized Board services within past year***	**338**	**78%**	392	79%
Total respondents that **contacted the Board by phone, email, or in-person within past year**	**183**	**42%**	204	41%
Total respondents that **used Board's website within past year**	**329**	**76%**	388	78%

Remaining **95 respondents filtered out of main survey, as identified as not using services within the 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)

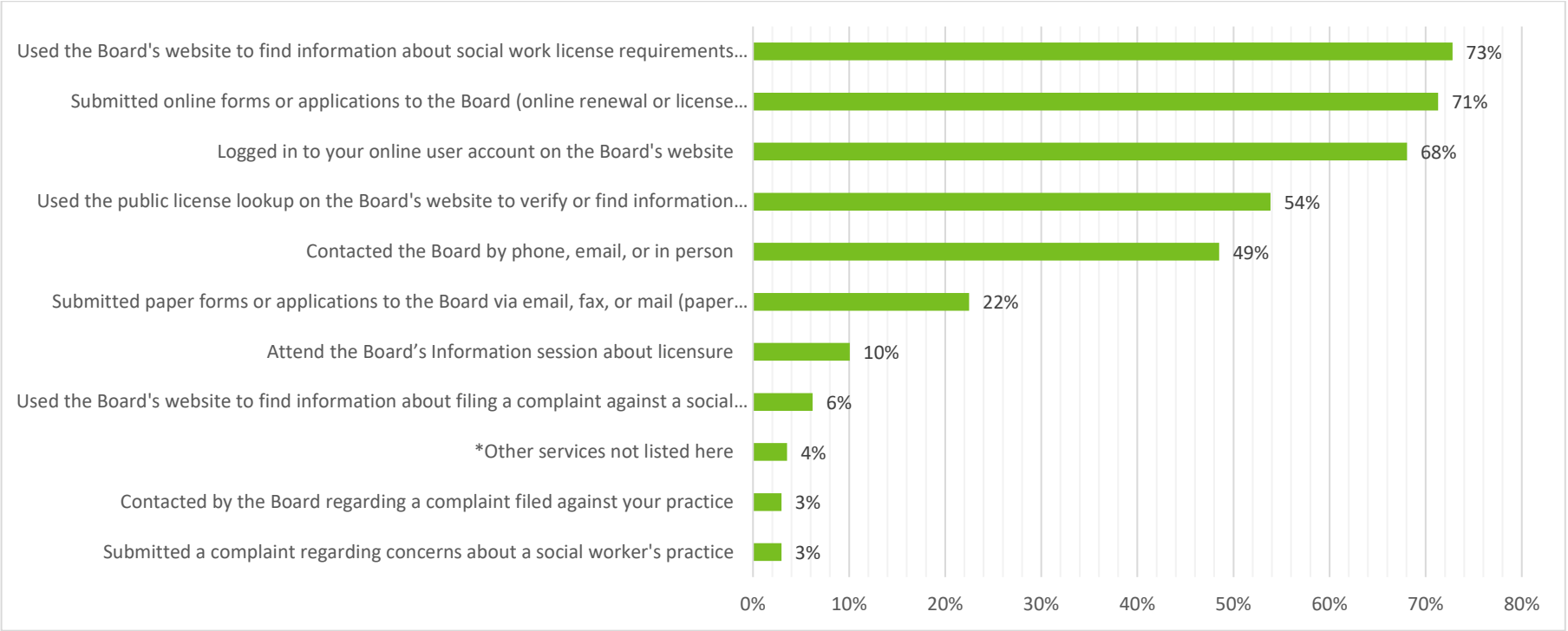
Q1: Which of the following best describes you? *(select all that apply)*



* 'Other please specify' responses

Former licensed social worker
Unlicensed social worker
Doctor of social work
Guardian for sister/POA for mother
School professor
County employee in social work position
Intern placement coordinator
Retired social worker

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



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

- CEU and training information
- Clinical social work supervisor
- Completed and passed the BOSW jurisprudence online learning module and passed the exam
- MN BOSW representative presents licensing workshops to our students each semester
- Read board minutes
- Read documents submitted to the Governor's Office and the Legislative body
- Read newsletters sent from BOSW
- Request for license to be sent to WI licensing
- Training
- Tried to get information about who to contact about becoming a licensing supervisor
- Billing for licensure
- Attended a live experience session via zoom to give input on DHS procedures and gave ideas

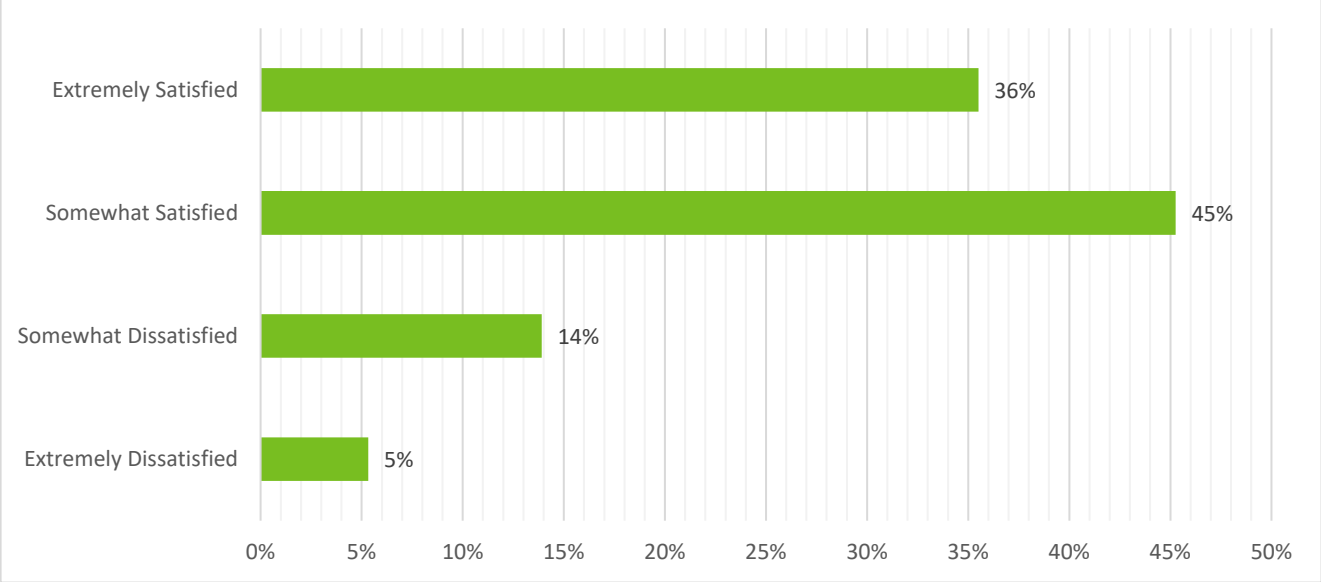
QUANTITATIVE QUESTIONS

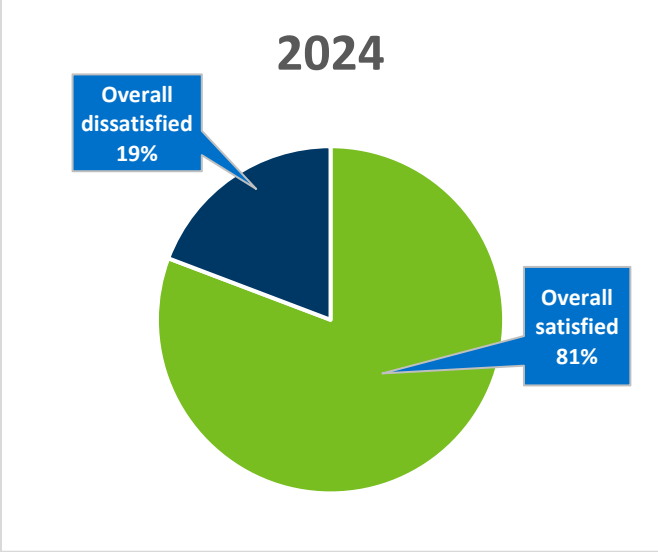
- Responses required for all quantitative survey questions
- Response rates, shown in graphs in following sections, calculated as number of responses for each response option by total number of respondents that answered the questions (varies based on survey section due to filter questions, see table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

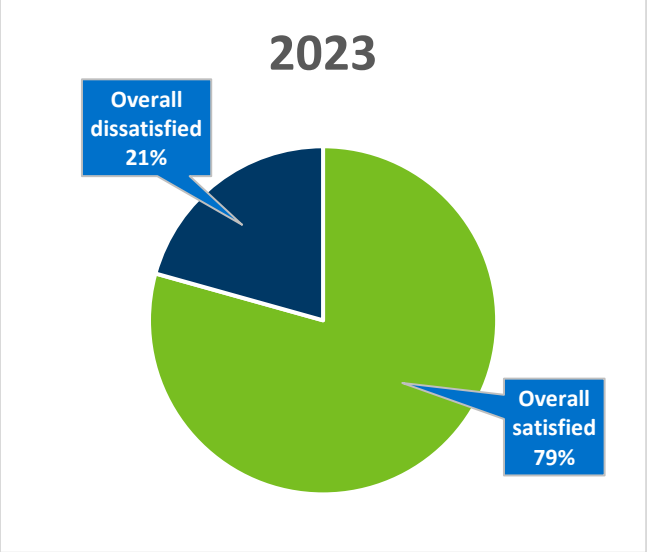
OVERALL CUSTOMER EXPERIENCE

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

2024: A total of 338 answers out of 433 surveys taken
2023: A total of 392 answers out of 496 surveys taken

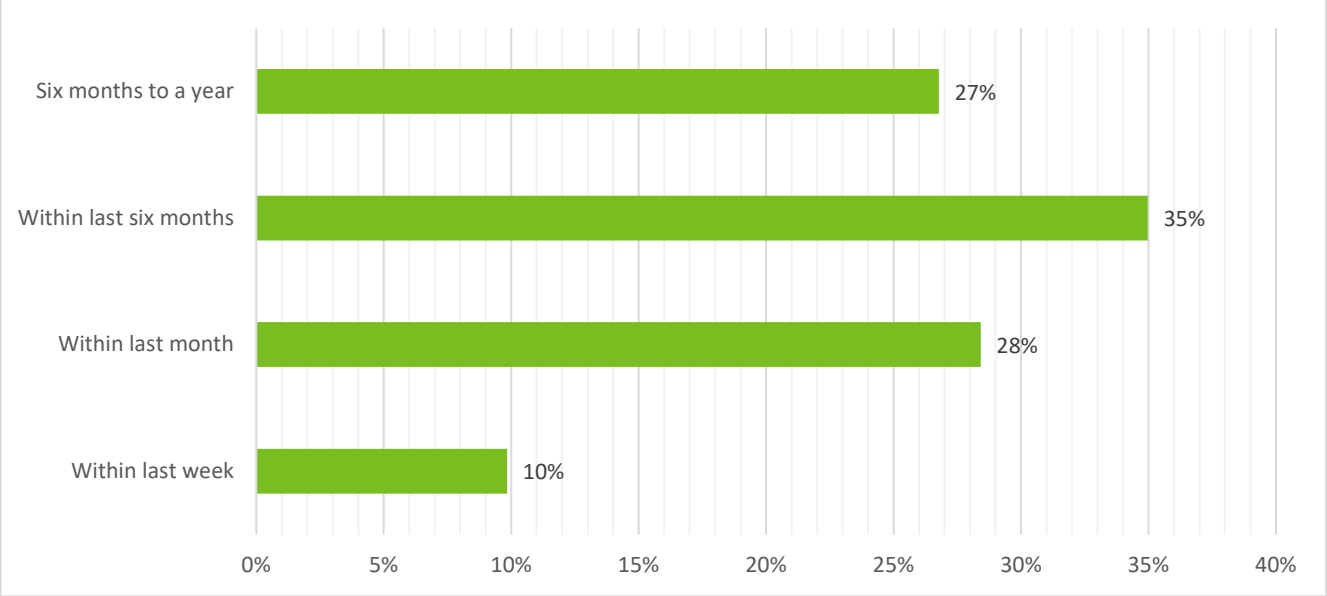




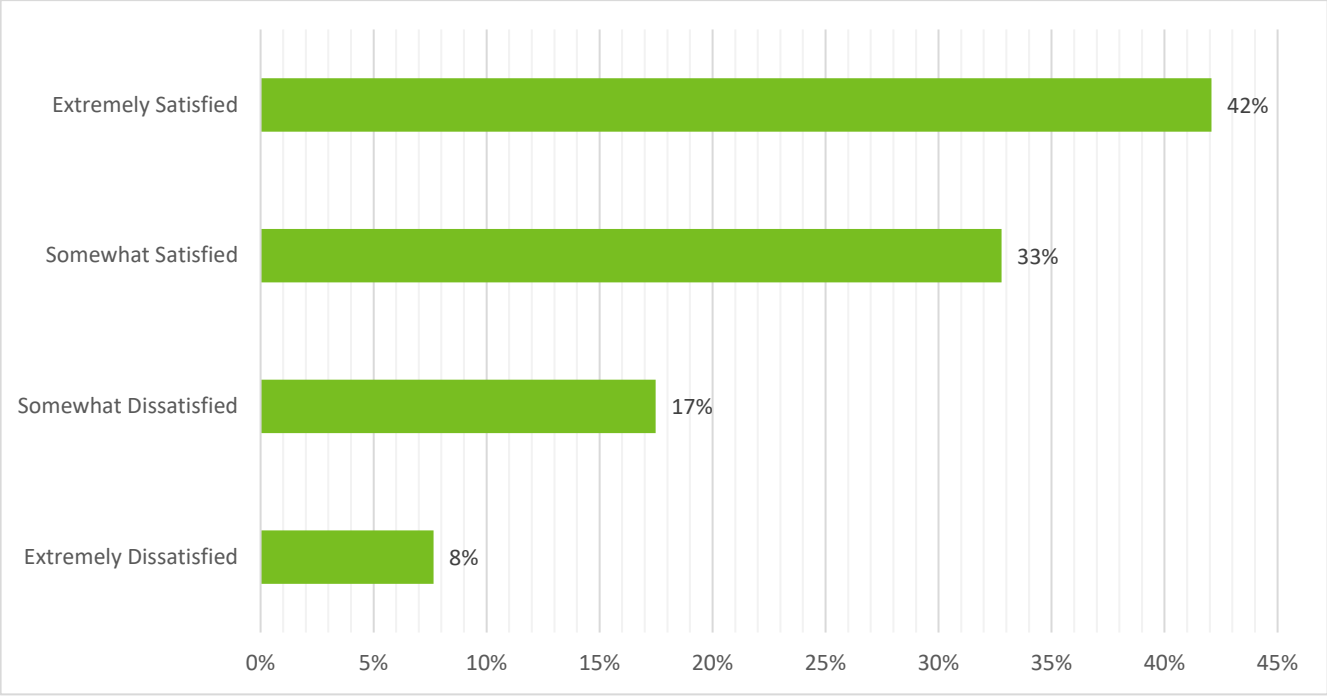


PHONE, EMAIL, + IN-PERSON CONTACT

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

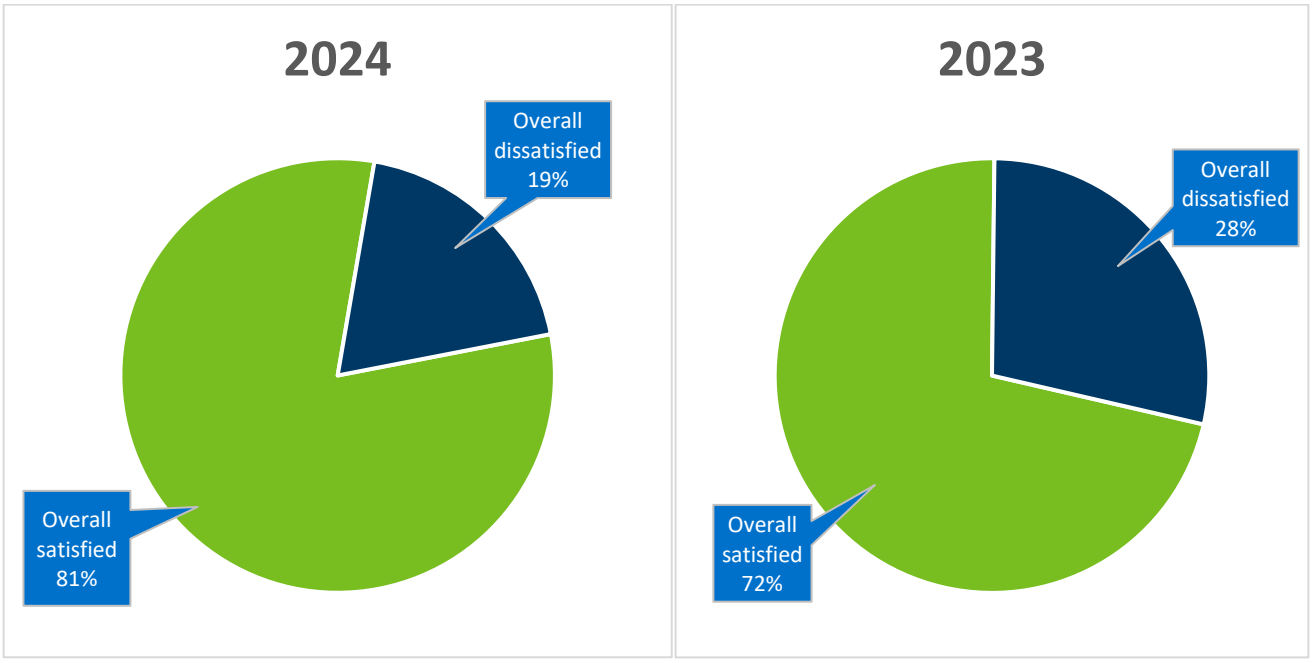


Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year?



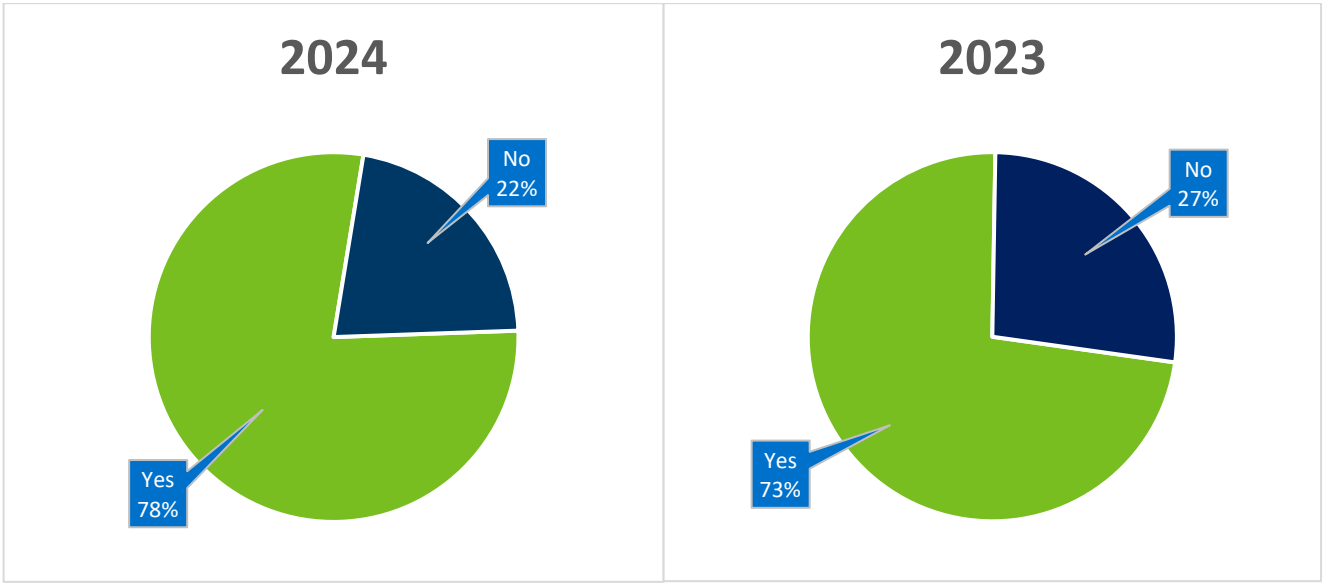
Overall, how satisfied were you with your experience when you contacted the board by phone, email, or in person within the past year? *(Continued)*

2024: A total of 338 answers out of 433 surveys taken
2023: A total of 204 answers out of 496 surveys taken

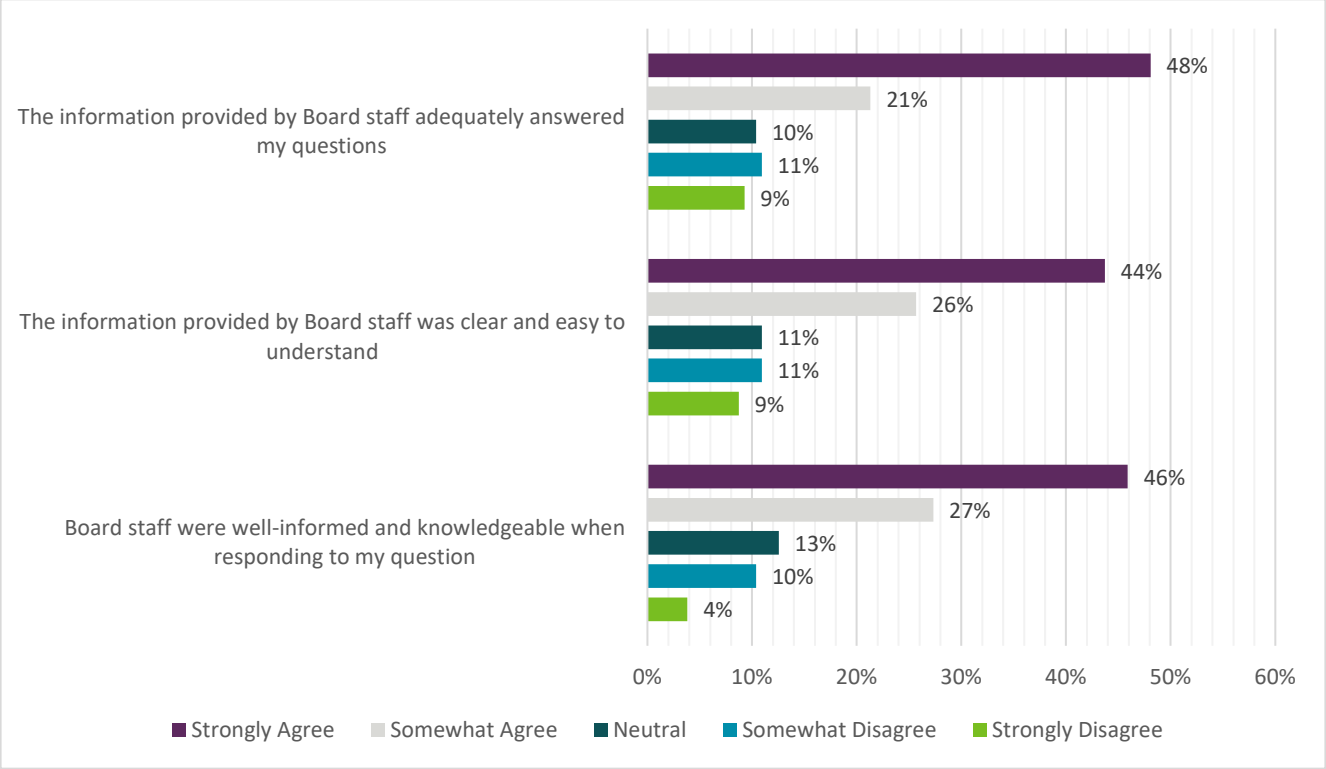


When you contacted the Board by phone, email, or in-person within the past year, did you receive a response within 24 to 48 business hours?

2024: A total of 183 answers out of 433 surveys taken
2023: A total of 204 answers out of 496 surveys taken

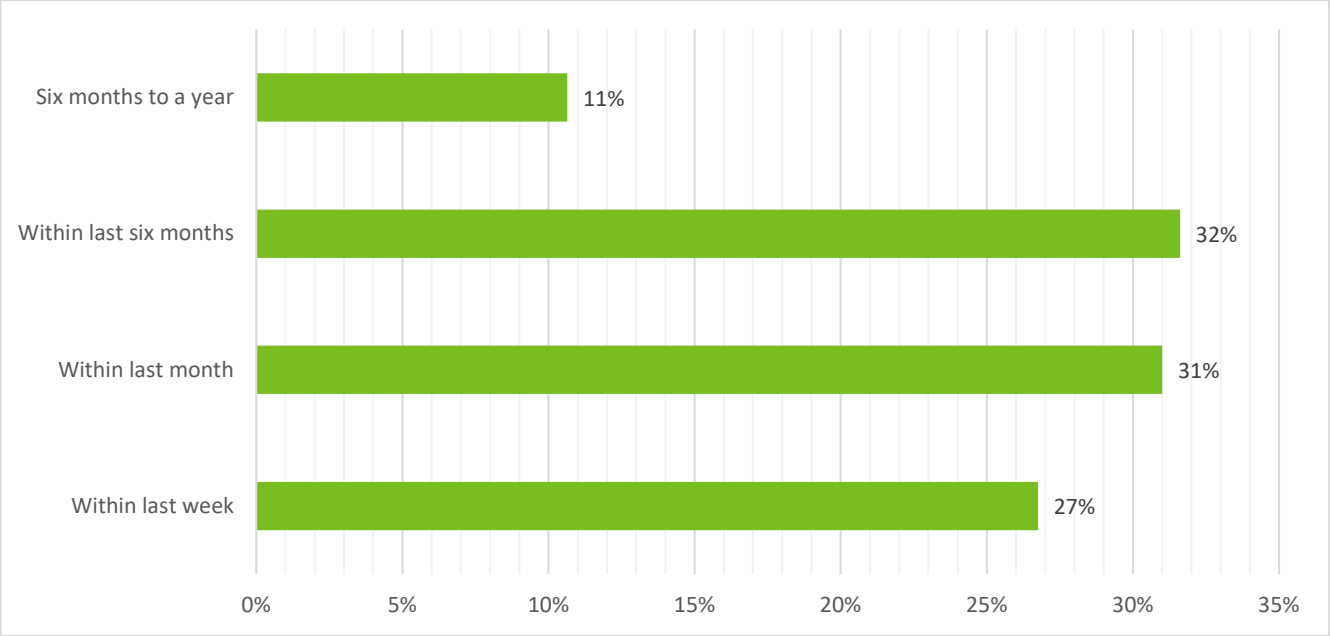


Thinking about times you contacted the Board by phone, email, or in-person within the past year, how much do you agree or disagree with the statements below?

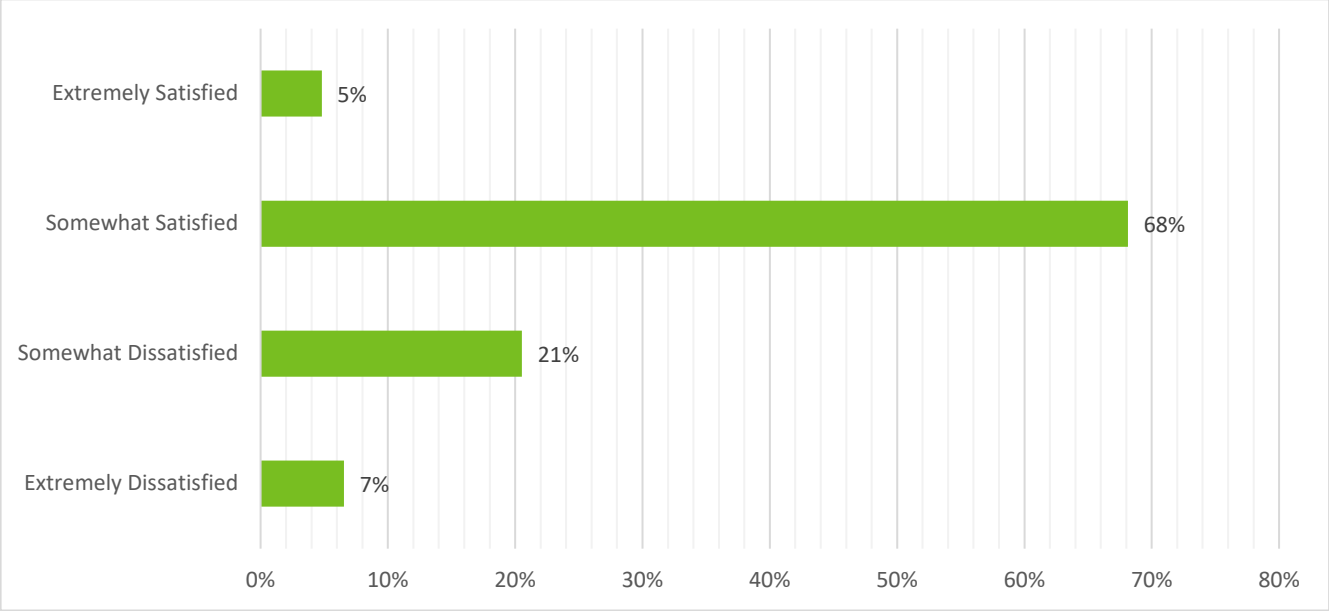


WEBSITE USE

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

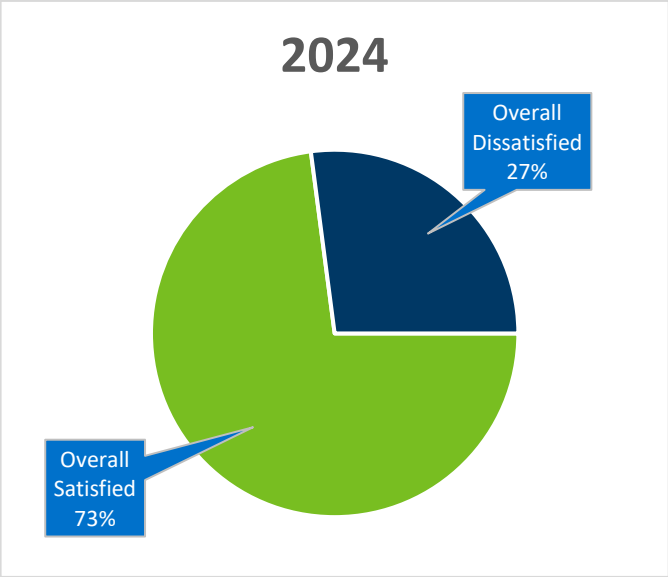


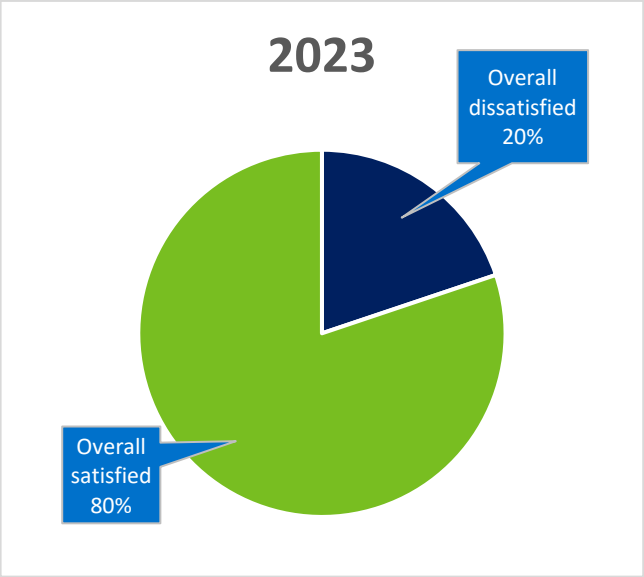
Overall, how satisfied were you with your experience using the Board's website within the past year?



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

2024: A total of 229 answers out of 433 surveys taken
2023: A total of 388 answers out of 496 surveys taken





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

2024: A total of 329 answers out of 433 surveys taken
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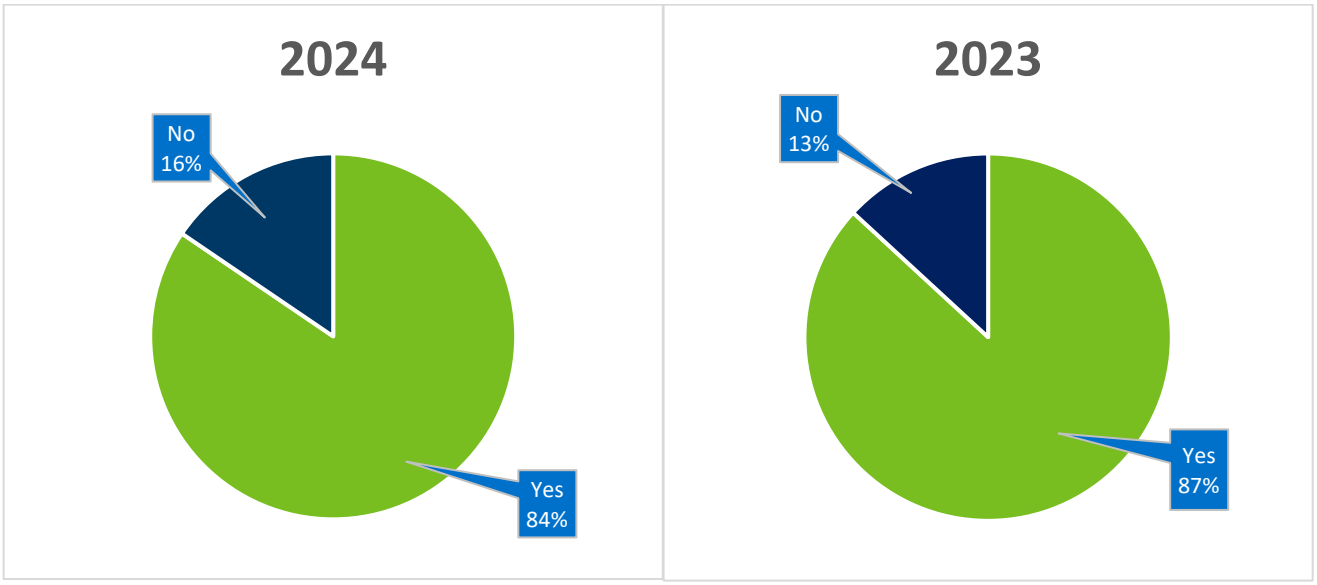
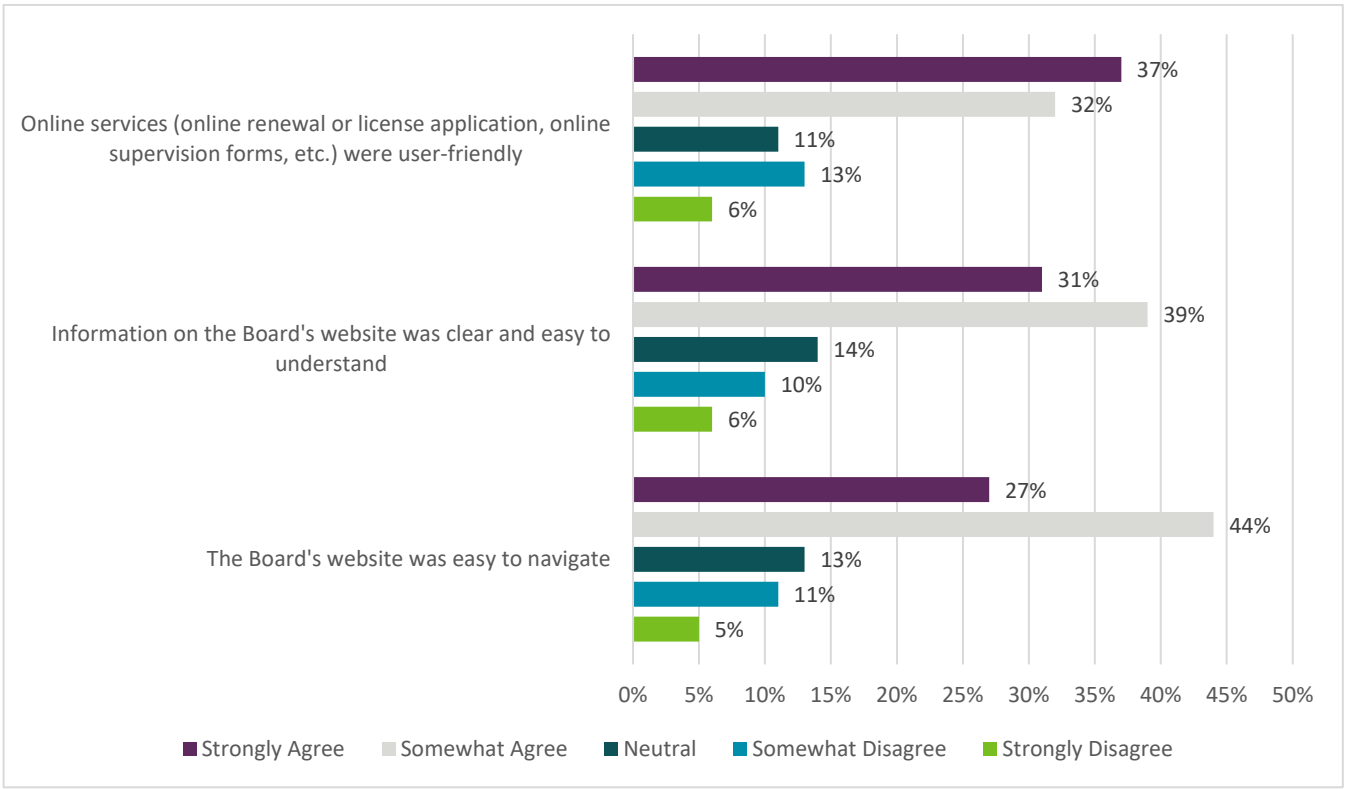
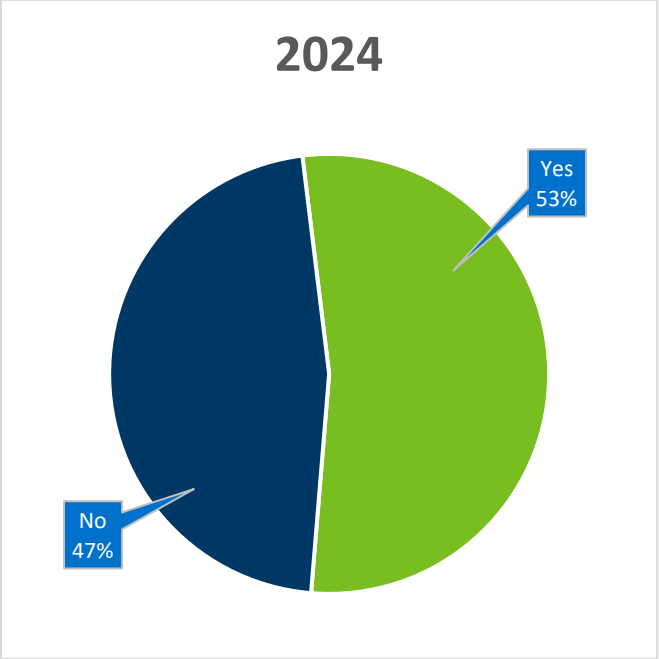


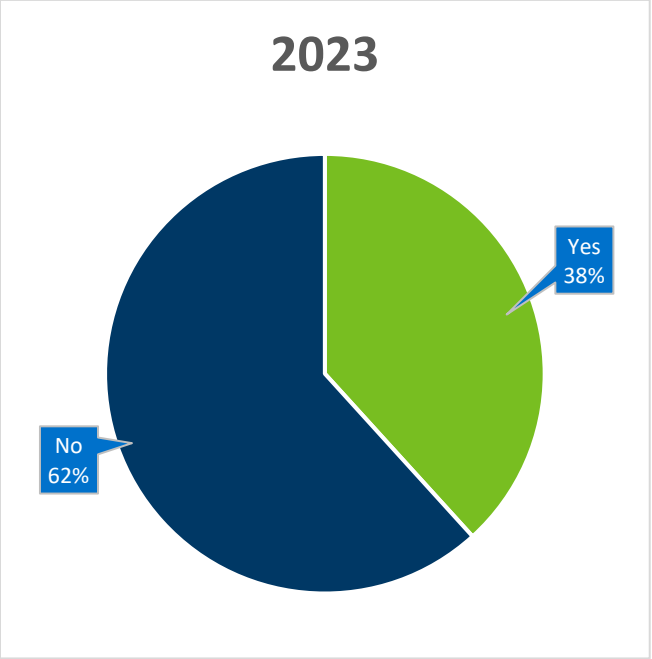
Thinking about times you used the Board's website within the past year, how much do you agree or disagree with the statements below?



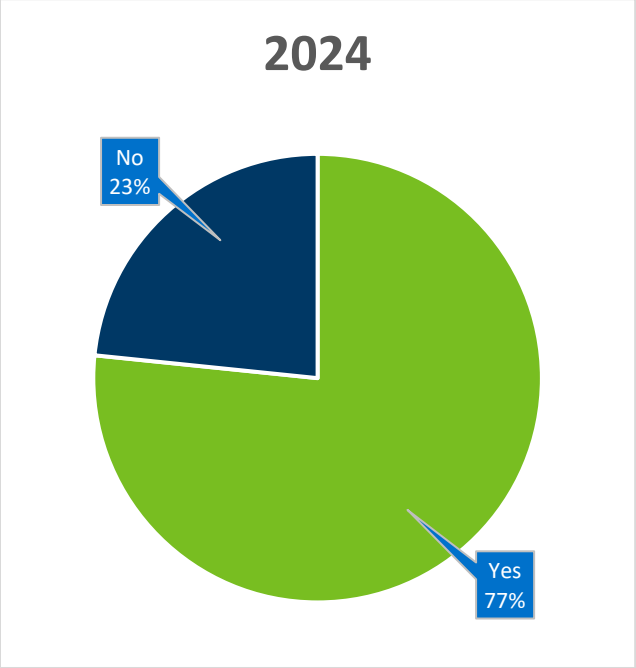
EMAIL NOTIFICATIONS/SUBCRIPTION

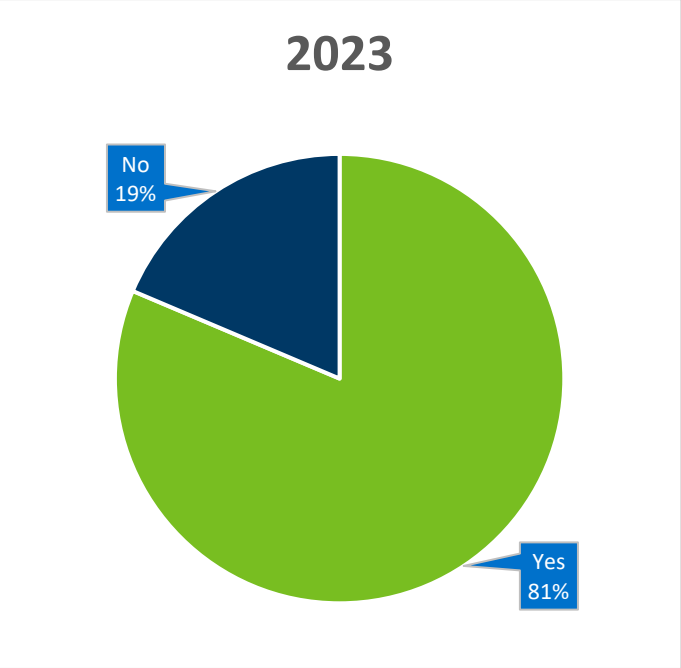
In June 2023, the Board started sending licensure renewal notices via email rather than mailing the blue renewal card. Did you receive an email notification for renewal?



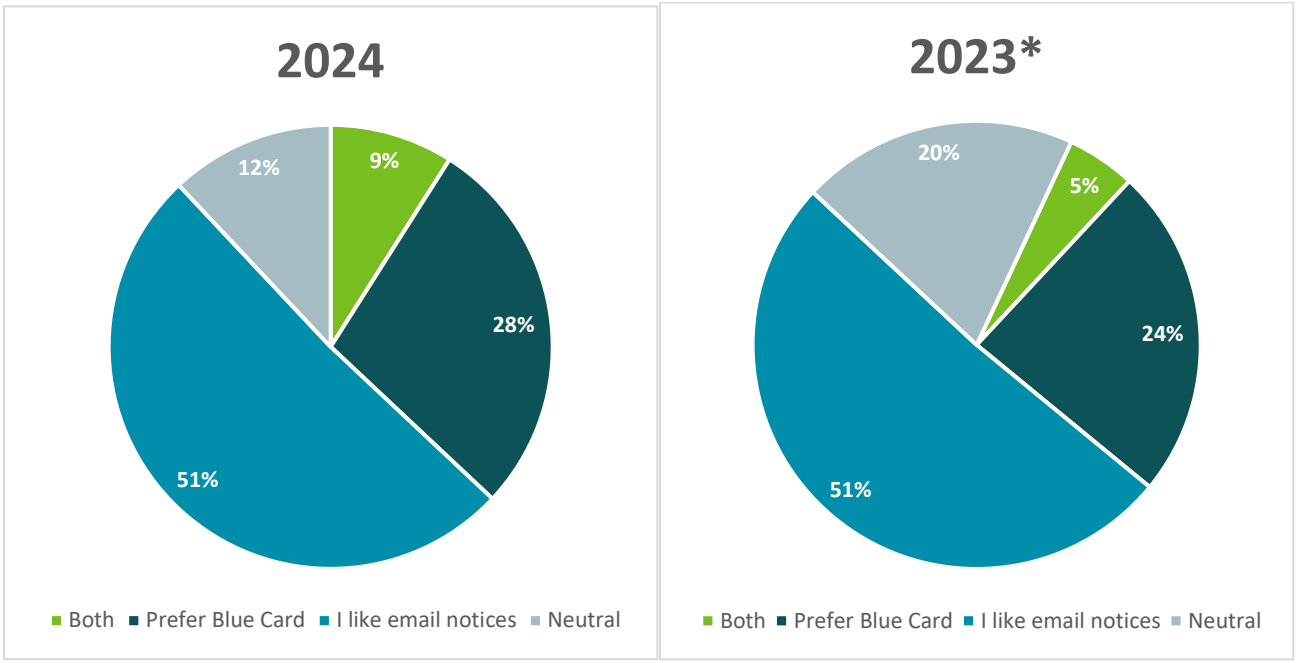


Do you subscribe to the Board of Social Work to receive emails, newsletters, or other information about the board?





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?



**Email license renewal notices started in July 2023, survey results reflect only four months of data*

180 - Total number of respondents with opportunity to comment on this question	89
Comment rate *(based on total respondents that utilized Board services within past year)*	49.44%

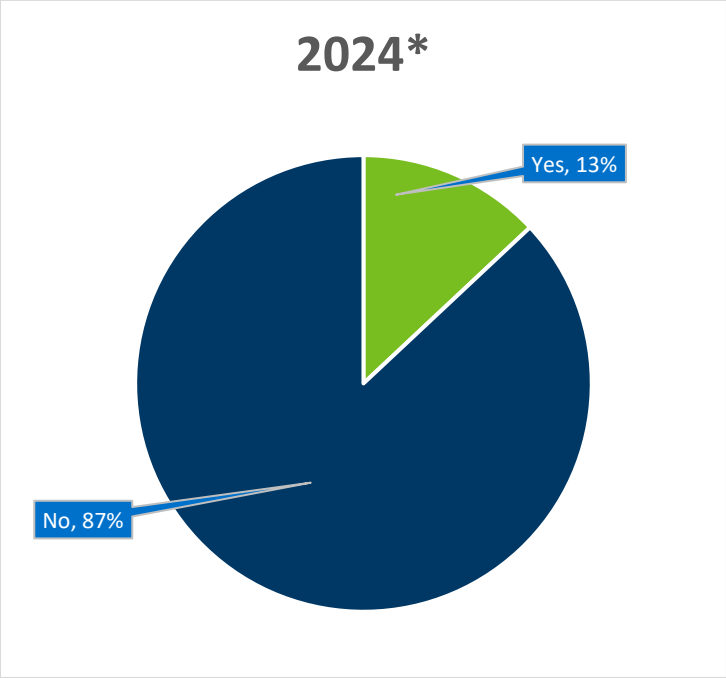
Noted Areas of Satisfaction:

- 49 Positive comments about the email reminders
- 24 Comments prefer the USPS mail method

Noted Areas of Improvement:

- Would like a follow up email reminder or text reminder

In June 2024, the Board implemented the JP-Online Learning Module for 1 free hour of continuing education. Have you completed the jurisprudence online learning module?



**Jurisprudence Online Learning Module was launched June 17, 2024, survey results reflect only four months of data*

If Yes, what did you learn about the social work practice act MS 148E, after completing the jurisprudence online learning module?

44 - Total number of respondents with opportunity to comment on this question	27
Comment rate *(based on total respondents that utilized Board services within past year)*	61.36%

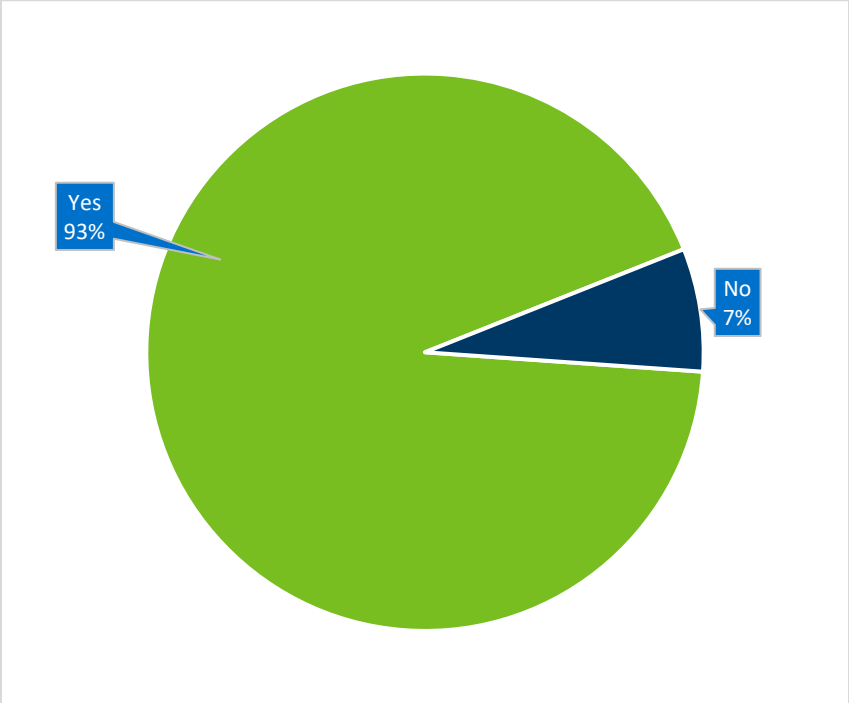
Noted Areas of Satisfaction:

- 18 Positive comments about the content of the jurisprudence online learning module

Noted Areas of Improvement:

- Like to see more continuing education offered by the Board

Was it user friendly to access the jurisprudence online learning module in online services?



Please share comments or feedback about your experience using the jurisprudence online learning module.

44 - Total number of respondents with opportunity to comment on this question	13
Comment rate *(based on total respondents that utilized Board services within past year)*	29.54%

Noted Areas of Satisfaction:

- 11 Positive comments about the jurisprudence online learning module

Noted Areas of Improvement:

- Would like more opportunities to earn CE credit
- Some questions pertain to a clinical social worker when the learner is not in that field

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 do you think need to be improved?

183 - Total number of respondents with opportunity to comment on this question	109
Comment rate *(based on total respondents that utilized Board services within past year)*	59.56%

Noted Areas of Satisfaction:

- 17 positive comments on being friendly, outgoing, helpful
- Great customer service from staff/quick response times

Noted Areas of Improvement:

- Website/Online Services difficult to navigate
- Communication with response times from staff, clarity/knowledge of subject, availability
- Supervision area is 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.

183 - Total number of respondents with opportunity to comment on this question	54
Comment rate *(based on total respondents that utilized Board services within past year)*	29.51%

Noted Areas of Satisfaction

- Staff are well informed and knowledgeable

Noted Areas of Improvement

- When referencing topic on website, walk the person through where to find the information
- Use plain language with direct responses to questions asked

#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?

329 - Total number of respondents with opportunity to comment on this question	122
Comment rate *(based on Total respondents to this questions)*	37.08%

Commonly noted areas of service/information needed:

- 10 comments about Continuing education – more information on requirements, CE options
- 18 comments about licensing process – Make it easier to understand
- 18 comments about Online Services – Supervision module not user friendly
- 13 comments about the Supervision – more clear instruction on requirements
- 31 comments about the Website – more user-friendly, items difficult to find

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

278 - Total number of respondents with opportunity to comment on this question	82
Comment rate *(based on total respondents that utilized Board services within past year)*	29.5%

Suggested items to add to the board website:

- 8 comments about CEs – where to find CE providers; moving it to online portal to track more readily
- 19 comments about supervision – clarity about process; portal not friendly, notifications from site
- 9 comments about website – workflow clearer; plain language;

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

278 - Total number of respondents with opportunity to comment on this question	58
Comment rate *(based on total respondents that utilized Board services within past year)*	20.86%

Noted Areas of Satisfaction:

- 10 Positive comments – website clear, staff helpful user friendly

Noted Areas of Improvement:

- 12 Comments on Supervision – difficult to understand; updates needed
- 3 Comments on Website – difficult to navigate; too much information, hard to find what is needed

EMAILS, NEWSLETTERS, + OTHER INFORMATION

#22 – 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?

259 - Total number of respondents with opportunity to comment on this question	108
Comment rate *(based on total respondents that utilized Board services within past year)*	41.7%

Noted Areas of Satisfaction:

- 9 comments like all of the information sent
- 30 comments like the general board information
- 8 comments would like to see more information about CEs
- 10 comments like the licensing information and would like to see more
- 10 comments would like to see more Information Sessions
- 21 comments would like to receive more legislation information

Noted Areas of Improvement:

- Updates when meeting time or date changes, updates on Interstate Compact

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

338 - Total number of respondents with opportunity to comment on this question	88
Comment rate *(based on total respondents that utilized Board services within past year)*	26.04%

Noted Areas of Satisfaction:

- 21 Positive Comments regarding customer service satisfaction, staff very helpful

Noted Areas of Improvement:

- Clear information about the provisional license
- Concerns with process of licensing and licensing fees
- Tone of letters sent for renewals

#24 – At the previous question, you indicated you did not utilize any Board services within the past year. 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***.

95 - Total number of respondents with opportunity to comment on this question	31
Comment rate *(based on total respondents that have NOT utilize Board services this past year)*	32.63%

Noted Areas of Satisfaction:

- 7 Positive comments about friendly service, and responsive

Noted Areas of Improvement:

- Offer more continuing education opportunities

NEXT STEPS + RECOMMENDATIONS

Executive Director Recommendations to Board:

- Discuss results and possible recommendations with Board at the March 21, 2025 public board meeting
- Report results to BOSW staff for input and recommendations following March 21, 2025 board meeting
- Share report with Advisory Committee at the April 4, 2025 meeting
- Assess recommendations and 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 2026 based on analysis of both short-term and long-term fiscal impact.

ACKNOWLEDGMENTS + APPRECIATION

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, 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. **In June 2024, the Board implemented the Jurisprudence – Online Learning Module in online services for licensees to earn 1 free hour of continuing education. Have you completed the jurisprudence online learning module?**
    - Yes
    - No
        - If "Yes" selected, *[Open-ended question]* **What did you learn about the social work practice act MS 148E, after completing the jurisprudence online learning module?**
        - If "No selected, questionnaire proceeds to question 22

21. **Was it user friendly to access the jurisprudence online learning module in online services?**
    - Yes
    - No
        - If either were selected, *[Open-ended question]* **Please share comments or feedback about your experience using the jurisprudence online learning module.**

22. **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

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

24. *[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.