



User Feedback Survey

In this Section you will find:

- ❖ Information concerning the purpose of the User Feedback Survey, why it is useful, and how it should be used;
- ❖ A visual guide of the various components of the survey; and
- ❖ A visual guide of the spreadsheet version of the survey.

What is the User Feedback Survey?

Every State KIDS COUNT grantee puts a tremendous amount of effort each year into their data books. Wouldn't it be helpful to know who is reading the books and what they like or dislike about them? Additionally, do they have any suggestions or wishes about the books? These important questions can be answered by using a simple **User Feedback Survey**. A User Feedback Survey is a form that is completed by constituents who use KIDS COUNT databooks in order to determine the satisfaction of their experience.

Why should you use the User Feedback Survey?

- To identify your client base...Who is using KIDS COUNT data?
- To examine which KIDS COUNT reports are being used.
- To learn how accessible and easy it is to use the reports.
- To investigate how KIDS COUNT information is being applied on a local or national level.
- To observe how the KIDS COUNT organization is perceived as an authority on children's issues.
- To collect users' suggestions for areas of improvement in the accessibility or content of KIDS COUNT products



TAKE A CLOSER LOOK!

Carefully evaluating users' experience with KIDS COUNT data products provides valuable information that can significantly improve the operation of your organization.

Getting started with the User Feedback Survey

States that have used the KIDS COUNT User Feedback Survey have reported that it is useful. One KIDS COUNT organization reported that the survey helped improve programming, and also helped keep their funders aware of the necessity of the services they are providing.

Below are some general guidelines to follow when using the survey:

1) **Consider modifying the survey.** This survey included in this section can be used as is, but ideally, we suggest you modify the survey to better match the particular needs of you organization.



2) **Identify opportunities to utilize the survey.** This survey can be sent out with your data books and inserted as a perforated page in the front, or it can also be mailed out as a follow up after a short period of time.



Additionally, it can be used at any events that involve KIDS COUNT constituents.

3) **Collect completed surveys and transfer information to a computer database or the spreadsheet provided in this Toolkit.** Rather than attempting to keep several loose paper surveys in a folder, enter each user's survey into a computerized spreadsheet. This is a great way to keep your information organized and compact, as well as to generate reports



4) **Learn from your data!** Take a close look at the information you have received through the User Feedback Survey. What have you learned? It's not only important to collect data, but to do something with it and learn from it. From the spreadsheet, you can easily discover who is using KIDS COUNT data, what data products are requested most frequently, and what can be done to serve users better.



This is what the first page of the User Feedback Survey looks like:

KIDS COUNT User Feedback Survey

Please take a moment to share your comments with us so that we may ensure the products and services provided meet the needs of our users. All responses will remain confidential.

Your Name: _____

Telephone #: _____

Organization: _____

Email: _____@_____

Please put a check next to the category(s) that best describe your role or affiliation. *Check all that apply.*

Advocacy

Legislator

Funder

Other elected official

Faith based ministry

Media

Other

Private business

Early childhood education

K-12 education

Higher education

Health care provider

Children and Youth services

Social service provider

1. How would you describe your community?

Mostly urban Mostly suburban Mostly rural

2. Please indicate which KIDS COUNT reports you have used in the past year and how you have used them. *Check all that apply.*

		Read narrative information	Viewed specific statistics/trends	Searched for specific data
State Databook	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Databook	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legislative alert or fact sheet	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name Specific Report	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name Specific Report	<input type="checkbox"/> Hard copy <input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name Specific Report	<input type="checkbox"/> Hard copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Get to know who your KIDS COUNT users are by obtaining some basic information about the person and/or their organization.

Pay attention to which data reports are used most frequently, and how they are being used.



	<input type="checkbox"/> Online			
Other materials:	<input type="checkbox"/> Hard copy			
	<input type="checkbox"/> Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>If you used any materials online, please indicate the ease with which you were able to access and print materials from the website.</p> <p><input type="checkbox"/> Was able to <u>access</u> online information <u>easily</u> <input type="checkbox"/> Was able to <u>print</u> online information <u>easily</u></p> <p><input type="checkbox"/> Had some <u>difficulty accessing</u> information <input type="checkbox"/> Had some <u>difficulty printing</u> online information</p> <p>Please explain: _____</p>				
<p>3. Please indicate interactive data products you have used or accessed in the past year from <u>online</u> KIDS COUNT materials.</p> <p>For each one you check, please indicate how you used the online material. <i>Check all that apply.</i></p>				
	Created customized trend lines	Created color-coded map	Created customized rankings	
Put in State Data, if applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
CLICKS Online Data http://www.aecf.org/cgi-bin/cliiks.cgi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>Please indicate the ease with which you were able to access online materials.</p> <p><input type="checkbox"/> Was able to <u>access</u> databases & statistics <u>easily</u>. <input type="checkbox"/> Was able to <u>download</u> databases and/or print statistics <u>easily</u></p> <p><input type="checkbox"/> Had some <u>difficulty accessing</u> or printing databases & statistics <input type="checkbox"/> Had some <u>difficulty downloading</u> databases and/or printing</p> <p>Please explain: _____</p>				
<p>4. If KIDS COUNT data were not available, how easy would it be for you to get access to these data?</p> <p><input type="checkbox"/> Very easy <input type="checkbox"/> Somewhat easy <input type="checkbox"/> Not very easy <input type="checkbox"/> Not at all easy</p>				
<p>5. On average, how often do you use KIDS COUNT data/information? <i>If never, please skip to Question 7.</i></p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Several times a year <input type="checkbox"/> Once a year or less <input type="checkbox"/> Never</p>				
<p>6. Please indicate how you used KIDS COUNT data/information. Check all that apply and provide specific examples.</p>				

Is online access to Kids COUNT material helpful or problematic for the user?

Do users view KIDS COUNT data as an indispensable source of information on children's issues?



Needs Assessment:

Policy development:

Testifying:

Media campaign:

Budget & resource allocation:

Research:

Advocacy efforts:

Grant writing/fundraising:

If information was used for fundraising, how much was raised?

Other: _____

Determining how constituents use data clearly displays the avenues of change in which KIDS COUNT information is most valuable.

7. Please indicate your level of agreement with the following statements about KIDS COUNT.

	Strongly agree \longrightarrow Strongly disagree					N/A
	1	2	3	4	5	
I know where to go to find KIDS COUNT information I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT is the place to go for information on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased my <u>ability</u> to interpret and understand child well-being indicators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased the <u>amount</u> of policy dialogue I have on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIDS COUNT information has increased the <u>effectiveness</u> of the policy dialogue I have on children's issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

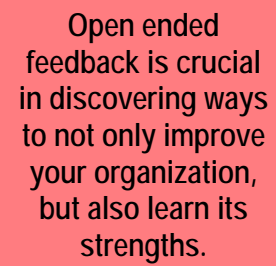
Evaluating satisfaction with the services your organization provides is an efficient way to capture valuable information. From this, you can learn what your organization is doing well, and what areas could be improved.



8. Please list any specific county-level data included in the data book that was particularly helpful to you or any data/ indicators you would like to see added in the future.

9. Please indicate how KIDS COUNT can improve the services and information they provide.

10. Please provide any additional information you would like us to know.



**Open ended
feedback is crucial
in discovering ways
to not only improve
your organization,
but also learn its
strengths.**

Why use the User Feedback Spreadsheet?

As you begin to receive several completed User Feedback Surveys, you will quickly learn how useful the form is for tracking all kinds of important information about KIDS COUNT databook users. We suggest entering the information from these surveys into a Microsoft Excel spreadsheet or another type of database (e.g. Microsoft Access). This helps keep all of the data in one place, making the analysis of it much easier. This **User Feedback Spreadsheet** is identical to the **User Feedback Survey**; except it is formatted in a spreadsheet. Each user's survey is entered into its own vertical column.



Don't get bogged down with scattered paper surveys...
Stay organized with the User Feedback Spreadsheet.

Let's consider the benefits of using the User Feedback Spreadsheet:

- 1) You have ability to compile large amounts of user information into one compact computerized form, rather than storing numerous paper copies.
- 2) Data can be easily updated, unlike with paper copies.
- 3) You can clearly compare and contrast important components of each user's experience with your KIDS COUNT data products.
- 4) You can easily analyze data directly from the Spreadsheet. By isolating certain information components, you can create a separate chart or table, which easily displays different relationships between information.

This is what page one of the User Feedback Spreadsheet looks like: Please note that in the actual Microsoft Excel version of this spreadsheet, you will have the convenience of viewing the entire length of the form without separate pages.

KIDS COUNT User Feedback Survey				
<i>Insert the responses of each user in a column.</i>				
		1	2	3...
Basic user information	Name			
	Organization			
	Address			
	Telephone			
	Email			
Service Area	Advocacy			
	Funder			
	Faith-based ministry			
	Other			
	Legislator			
	Other elected official			
	Media			
	Private business			
	Early childhood education			
	K-12 education			
	University faculty or staff			
	Health care provider			
	Children's & youth services			
	Social service provider			
	Other			
Community	Mostly Urban			
	Mostly Suburban			
	Mostly rural			
For the report(s) you used, was it online or hard copy?	State Databook			
	National Databook			
	Legislative alert or fact sheet			
	Special report or policy brief			
	name:			
	name:			
	name:			
Which reports were used in the following ways?	Other materials			
	name:			
	Read Narrative Information			

Begin filling out the information from the first User Feedback Survey here, in column number one. The next set of survey data is entered in column number two, etc.

You may choose to extract one component of information. For example, a pie chart displaying the frequency in which different data products are used could be very helpful.



Experience with online materials?	Easy to access info from website			
	please explain:			
	Some difficulty to access info from website			
	please explain:			
	Easy to print info from website			
	please explain:			
Use of CLICKS Online Data?	State data if applicable?			
	Created customized trend lines			
	Created color coded map			
	Created customized rankings			
Experience with online materials?	Easy to access online info			
	please explain:			
	Some difficulty to access online info			
	please explain:			
	Easy to print online info			
	please explain:			
Without KIDS COUNT, how easy would it be to access this data?	Very Easy			
	Somewhat easy			
	Not very easy			
	Not at all easy			
Average use of KIDS COUNT information?	Daily			
	Weekly			
	Monthly			
	Several times a year			
	Once a year or less			
	Never			
Indicate in which ways KIDS COUNT information was used. Specific examples?	Needs Assessment:			
	Policy development:			
	Testifying			
	Media campaign			
	Budget & resource allocation			
	Research			
	Advocacy efforts			
	Grant writing/fundraising			
	How much was raised?			
	Other			

Recurring difficulties in accessing online material may signal a website problem that needs attention.

Comparing user's ability to access similar information is an opportunity to display the unique necessity of KIDS COUNT services to funders.

The spreadsheet allows you to generally observe if and how users are actually using the KIDS COUNT information. For example, is there a media campaign to raise awareness or create change concerning a certain children's issue?



Rate agreement with following statements (1-5)	I know where to go to find KIDS COUNT information I need.			
	KIDS COUNT is the place to go for information on children's issues.			
	KIDS COUNT information has increased <u>my ability</u> to interpret and understand child well-being indicators.			
	KIDS COUNT information has increased the <u>amount</u> of policy dialogue I have on children's issues.			
	KIDS COUNT information has increased the <u>effectiveness</u> of the policy dialogue I have on children's issues.			
Specific county-level data included in the data book that was helpful?				
Any data/indicators suggested to be added in future:				
How KIDS COUNT can improve the services and information they provide?				
Any additional information:				

Comparing feedback gives you valuable information that everyone wants to know about work they do: ARE WE DOING A GOOD JOB?

Congratulations! Now that you are familiar with the **User Feedback Survey** and the **User Feedback Spreadsheet**, you are ready to...

- Identify who your KIDS COUNT users are;
- Learn how successfully data materials are accessed and used; and
- Gain valuable feedback that will confirm strengths that your organization possesses, as well as provide feedback concerning improvements that could be made.

