



Hoffman Estates Park District Recreation Staff Meeting- 5/22/24 1 pm

Led by: Kimberly Barton, Supt. of Recreation Programs & Karrie Miletic, Director of Recreation

Staff Meeting includes: Evaluations/Surveys/ Program Life Cycle

Program Staff:

Signature:

Kimberly Barton	<i>KBarton</i>
Paige Calvey	<i>Paige Calvey</i>
Rich Dahome	<i>Rich Dahome</i>
Will Lieb	<i>Will Lieb</i>
Shelby Mephram	<i>S. Mephram</i>
Karrie Miletic	<i>K. Miletic</i>
Jodi Schultz	<i>Jodi Schultz</i>
Nick Wirth	<i>Nick Wirth</i>
Natalie Wood	<i>Natalie Wood</i>

Our Mission To provide the best in parks and recreation by adhering to our values of integrity, innovation, cooperation, accountability, respect and excellence.

Our Vision Enriching our community through parks and recreation.

Our Goals#1 – Healthy & Enjoyable Experiences: provide beneficial and rewarding experiences.

#2 – Social Equity: ensure the enjoyment of our parks, facilities and programs for all.

#3 – Financial Stewardship: make financially prudent decisions.

#4 – Operational Excellence: create and sustain the best park and recreation services in a safe environment.

#5 – Environmental Awareness: protect and preserve the environment through responsible decisions.

#6 – Customer Service: empower staff to build a positive culture and ensure customer satisfaction.



HEParks Recreation Program Staff Meeting Agenda 5/22/24

@1PM

Items

- Department updates
 - Athletics-
 - ECC-
 - School-age-
 - Senior-
 - Aquatics-
 - General-
- Program & Facility Surveys
- Program Life Cycle
- Constant contact training
- May 18th updates
- KB out of office 5/23-5/27
- Special Events
- Gym Flooring updates
 - Willow Recreation Center July 15, 2024 – July 21, 2024
 - Triphahn Center July 22, 2024 – August 11, 2024
 - The Club at Prairie Stone August 12, 2024 – September 6, 2024
- Registration deadlines with late fees added
- Add in upcoming birthdays: Kevin (5/23), Nicole (5/27) and Paige (6/5)
- Mary retirement party here 5/30, 12:30 pm
- Waitlist reminders, and flag emails to Jillian.
- Desk notes

Participant Surveys: Programs & Facilities

The WHY? Importance & Value

- Opportunity for participants to share opinion
- Supports the impact and desired results of running the program / facility
- Highlights the strengths of the program / facility
- Notes areas of improvements for the program / facility

Examples of programs/facilities we survey:

- Seasonal sports: Baseball, Basketball, Soccer, Hockey
- Major programs: Preschool, Child Care, STAR, Summer Camps
- Facilities: Willow & Triphahn Fitness Centers
- Others:
 - Spring Dance Recital session, Special Events (if have a pre-reg), New programs

Timeline of Surveys:

- Programs: Approximately two weeks before end of session
- Facilities: At least annually
- Notify Director of Recreation with at least 1-2 weeks notice to create survey.
 - Survey is drafted in Constant Contact.
 - Draft will be reviewed with manager before link is activated.
 - Link will be emailed to manager who will email out survey to all participants.
 - All answers are anonymous.

Survey Questions – Consistency – All Surveys have same templates of questions

- What type of program (age level, location, etc)
- How did you hear about the program?
- Satisfaction Scale (Very Dissatisfied → Very Satisfied)
 - Coaches/teachers
 - Curriculum/skills
 - Location
 - Day / time
 - Price
- Select your top (2) reasons (from above).
- Will you return?
- Overall Satisfaction
- Comments
- Ideas for new programs

Hoffman Estates Park District “Class-Program-Facility Participant Survey” Workshop

- 1 Why do class, program and facility surveys, i.e. what is “desired outcome”?
- 2 What is the range of strategic questions to ask?
- 3 Why is ordering of questions important?
- 4 Why is survey design important?
- 5 Methodology, analysis and recommendations for Hoffman Estates Park District “Class-Program-Facility Participant Survey”.
- 6 How do you analyze survey findings to achieve desired outcomes?
- 7 Excel “Audit” spreadsheets

Desired Outcome

- * **To have happy, satisfied and loyal customers...**



Questions of Strategic Importance



Consistency in the design of questions (i.e. 2pt, 4pt, 5pt is important for analysis)

Order of Asking Questions is of Critical Importance –Like Chapters in a Book

Questions regarding resident or non-resident, member or non-member

Questions regarding satisfaction with various components of dance classes

Most important components impacting satisfaction

Value of the class

Would you take the class again?
Would you recommend class to a friend?

Open ended questions

Money questions and take class again, recommend class to others, etc. should always be towards end after you consider “total aspects of class”. Open ended questions should be last

Different point scales for questions makes accurate comparisons impossible

Please use a scale of 5 to 1 where 5 means "very satisfied" and "1" means very dissatisfied

Instructor	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Was well prepared for each class?	5	4	3	2	1
B. Demonstrated skills clearly?	5	4	3	2	1
C. Provided individual help when needed?	5	4	3	2	1
D. Kept control of class?	5	4	3	2	1
E. Was on time?	5	4	3	2	1

Please use a scale of 4 to 1 where 4 means "excellent" and "1" means poor

Instructor	Excellent	Good	Fair	Poor
A. Was well prepared for each class?	4	3	2	1
B. Demonstrated skills clearly?	4	3	2	1
C. Provided individual help when needed?	4	3	2	1
D. Kept control of class?	4	3	2	1
E. Was on time?	4	3	2	1

Design of Questions is Key for Analysis

Please use a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied"

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Times program was offered	5	4	3	2	1	9
Location of programs	5	4	3	2	1	9
Quality of instructors	5	4	3	2	1	9
Quality of the facility where program was offered	5	4	3	2	1	9
Ease of use for mail-in/fax registration	5	4	3	2	1	9
Availability of information about programs on website	5	4	3	2	1	9
Ease of navigation for programs on website	5	4	3	2	1	9
Ease of on-line registration process	5	4	3	2	1	9
Fees charged for value received	5	4	3	2	1	9

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Fees charged for value received	5	4	3	2	1	9

Which THREE of the program services were most important to your enjoyment of the class? Please indicate your 1st, 2nd and 3rd choices in the rows below by writing in the letters to the left of the service

___1st

___2nd

___3rd

Adding 1st-3rd Choices Adds Strength to the Analysis

Review and Recommendations for Class, Program, and Facility Surveys

Methodology

RVA conducted a review of major class, program and facility surveys currently being administered by the Hoffman Estates Park District.

The following class and program surveys were reviewed:

- Summer Camp Survey
- Tripahn Center Fitness Center Member Survey
- Star Mid-Year Program Evaluation
- Soccer Program Evaluation
- Overall Customer Satisfaction Survey
- Girl Friends Night Out Survey
- Overall Feedback on Parks/Recreation Usage and Satisfaction Survey
- Summer Camp at Yogelei Barn Survey
- Dance Class Survey
- Communications Survey

The Class and Programs Survey

Analysis included:

1. Questions on each survey for evaluating specific services were identified, i.e. questions on quality of services by staff and instructors, cleanliness of facilities, etc. There were thirty-one (31) different types of questions.
2. The format of questions on each survey were identified, i.e. yes/no questions, yes, no, no opinion, excellent, good, fair, no opinion, etc. Twenty-eight (28) different formats were used. Many of the formats were used just a few times or less.
3. Excel spreadsheets were developed containing summaries of all the questions asked on each survey.
4. A comprehensive analysis of the spreadsheets was conducted, which identified which questions were asked on multiple surveys and then cross-referenced by format of the questions.
5. Recommendations for improvements were provided.

Type of Questions

- * Staff
- * Instructors
- * Personal trainers
- * Participation in classes
- * Days and times for programs
- * Satisfaction ratings
- * Positive environment for children
- * Favorite activities offered in program/camp
- * Last favorite activities offered in program/camp
- * Years attended
- * How often event should be offered
- * Degree expectations met for activity
- * Value of program or activity
- * Participate again in activity
- * Recommend program/class to family members/friends
- * Recommendations for new programs, additional services, etc.
- * Ways learned about program, activities, or facilities
- * Ratings of Program Guide
- * Ratings of Website

Type of Questions

- * Ratings of HEALTHekids Newsletter
- * Facebook posts
- * Usage of HE Parks Mobile App
- * Dates for enrollment
- * Locations of camps, program
- * Child care needs
- * Reasons for joining Fitness Center
- * Enjoyment of membership
- * Division of sports team
- * Satisfaction with fields and facilities
- * Purchase t-shirts/supplies/DVD
- * Ratings of vendors

Format of Program and Class Questions

0=Open ended

1=Check ONE

2=Yes, No

3=Aware, not aware, not applicable

3=Yes, no, no preference

4=Very interested, somewhat interested, not interested, no opinion

4=Very likely, somewhat likely, somewhat unlikely, very unlikely

4=Extremely important, somewhat important, its nice to know, not very important

4=Very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied

4=Excellent, good, fair, poor

5=I agree completely, I somewhat agree, it could be better, I do not agree, no opinion

5=Excellent, good, fair, poor, not applicable

5=Always useful, usually useful, rarely useful, never useful, no opinion

5=Very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied, no opinion/haven't used

Format of Program and Class Questions

- 5=Well above average, above average, below average, well below average, no opinion
- 5=Highly dissatisfied, somewhat dissatisfied, neutral, somewhat satisfied, highly satisfied
- 5=Very dissatisfied, somewhat dissatisfied, neutral, somewhat satisfied, very satisfied
- 5=On e-mail list and read, on e-mail list but don't recall receiving e-mail, on e-mail list and don't read, not on e-mail list, not sure if on e-mail list and don't read
- 5=Excellent-needs improvement (scale of 5 to 1)
- 5=Needs improvement, fair, good, very good, excellent
- 5=Didn't care for it, it was ok, no opinion, liked it, really liked it
- 5=Not at all likely, somewhat likely, not sure, fairly likely, definitely
- 5=Not likely, somewhat unlikely, don't know, think so, definitely
- 5=Very unlikely, somewhat unlikely, neutral, somewhat likely, very likely
- 5=Very satisfied, satisfied, neutral, dissatisfied, very dissatisfied
- 5=Very dissatisfied-very satisfied (scale of 1 to 5)
- 6-Highest value-least value (scale of 1 to 6)
- 6=Check ALL that apply

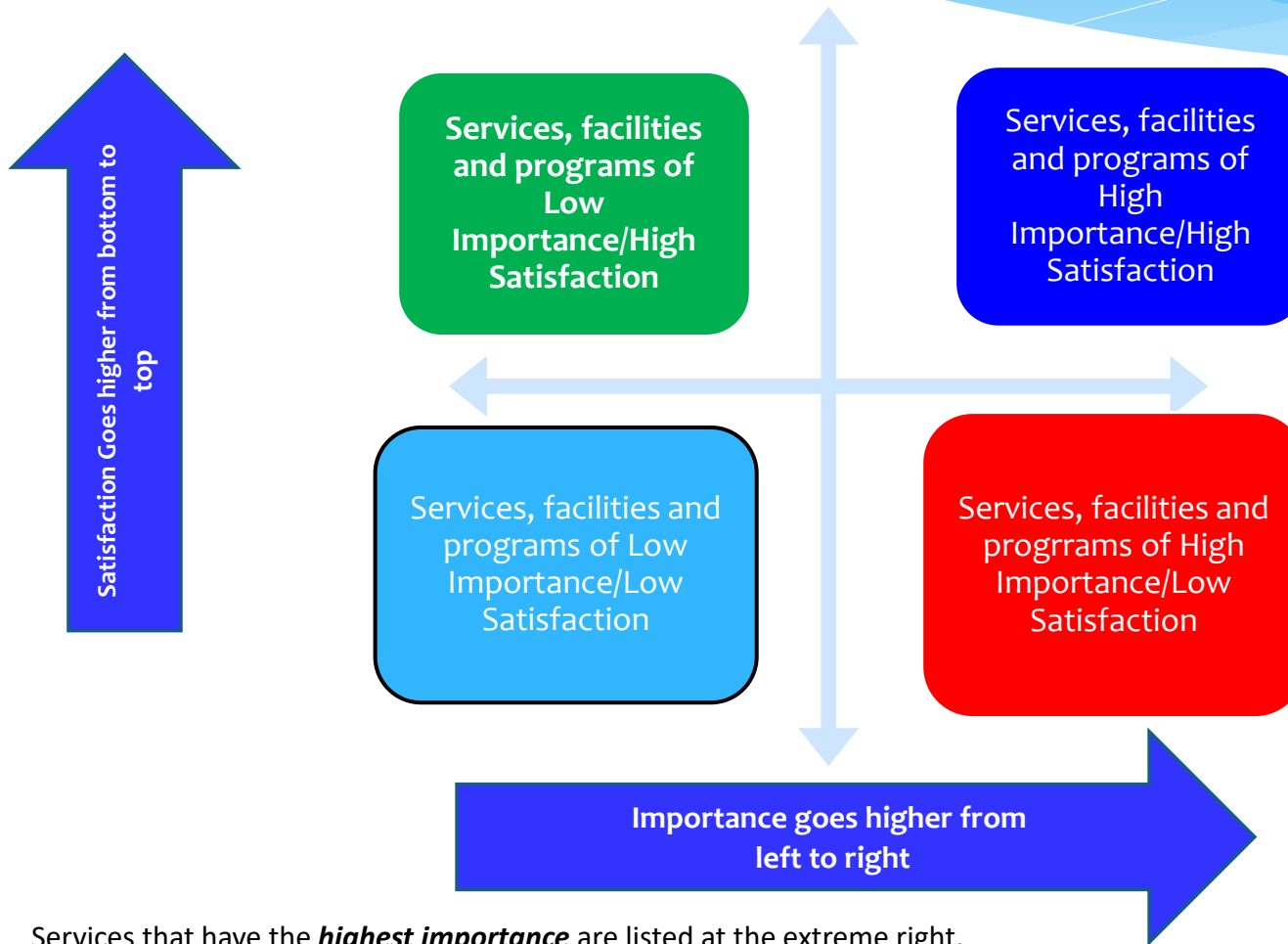
Recommendations

1. More questions could be asked on some surveys without reducing participation (Average 10 Questions).
2. Reducing the number of “types” of questions would aid analysis. (Concentrate on questions of importance not questions of interest).
3. Reducing the number of “formats” of questions would aid analysis (in particular questions rated as #5).
4. Consistency in ratings for similar questions is needed.
5. Increased use of satisfaction questions should take place of many yes and no and other questions.
6. Value question should be asked on most/all surveys. These questions should be towards end of survey.
7. Adding importance questions would provide major benefits.
8. Marketing questions are needed on most surveys.
9. Some core questions should be asked on all surveys. (overall value, marketing, etc.)
10. Increased emphasis on instructions for taking survey questions is needed
11. The ordering of questions should be changed on some surveys. Surveys should generally concentrate first on questions of general interest (macro) and then move to specific components of program (micro).
12. Questions should allow for development of trending data and performance measurements.
13. Surveys for facilities should be developed.
14. Questions regarding residency should be considered (especially on facilities surveys).
15. Consider asking about other programs participated in.
16. Consider asking if willing to participate in other surveys.
17. Surveys should be developed through collaborative efforts across program areas.

Analysis of Survey Questions

- * Importance/Satisfaction Analysis
- * Cross-Tabular Analysis
- * Very Satisfied/Satisfied Performance Analysis

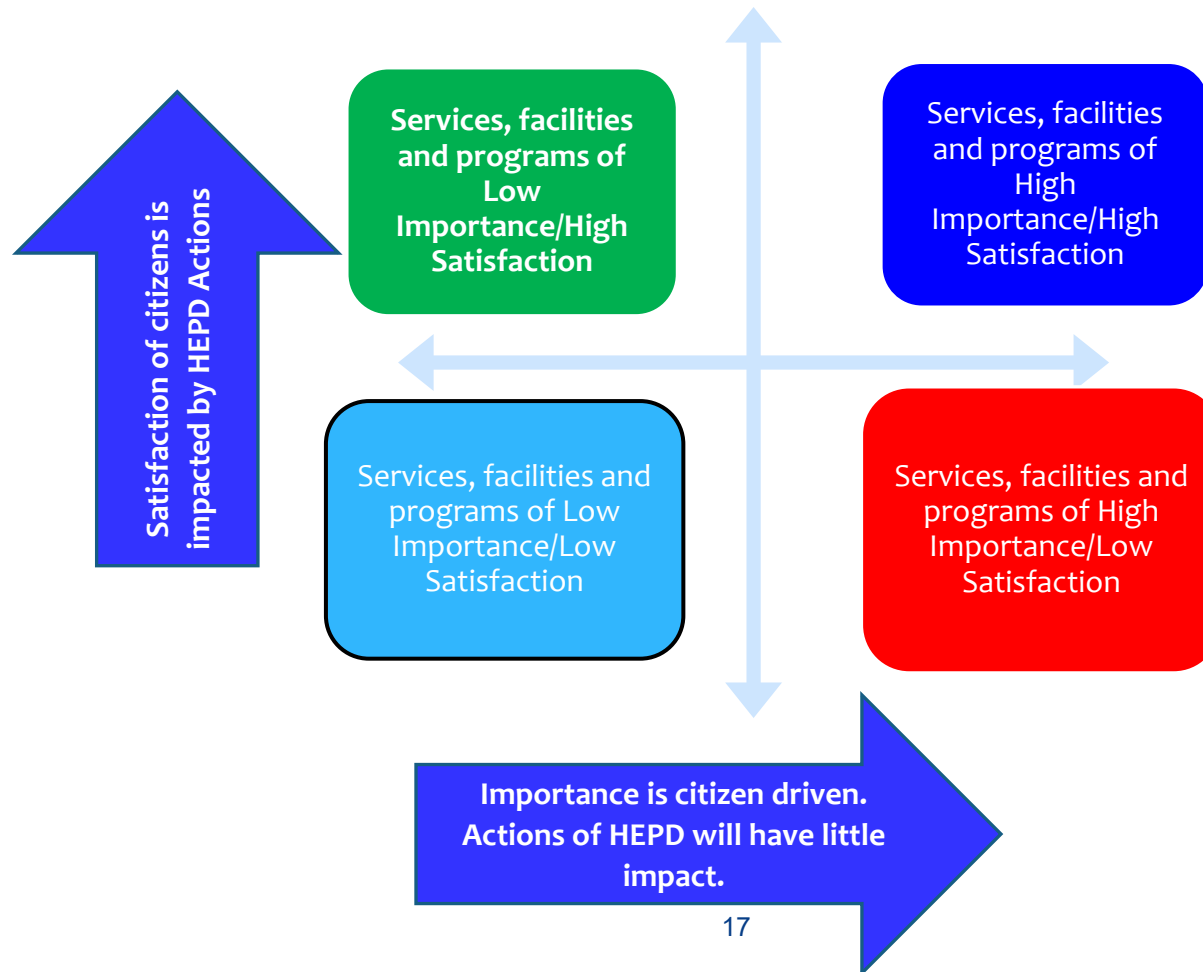
Importance/Satisfaction Analysis



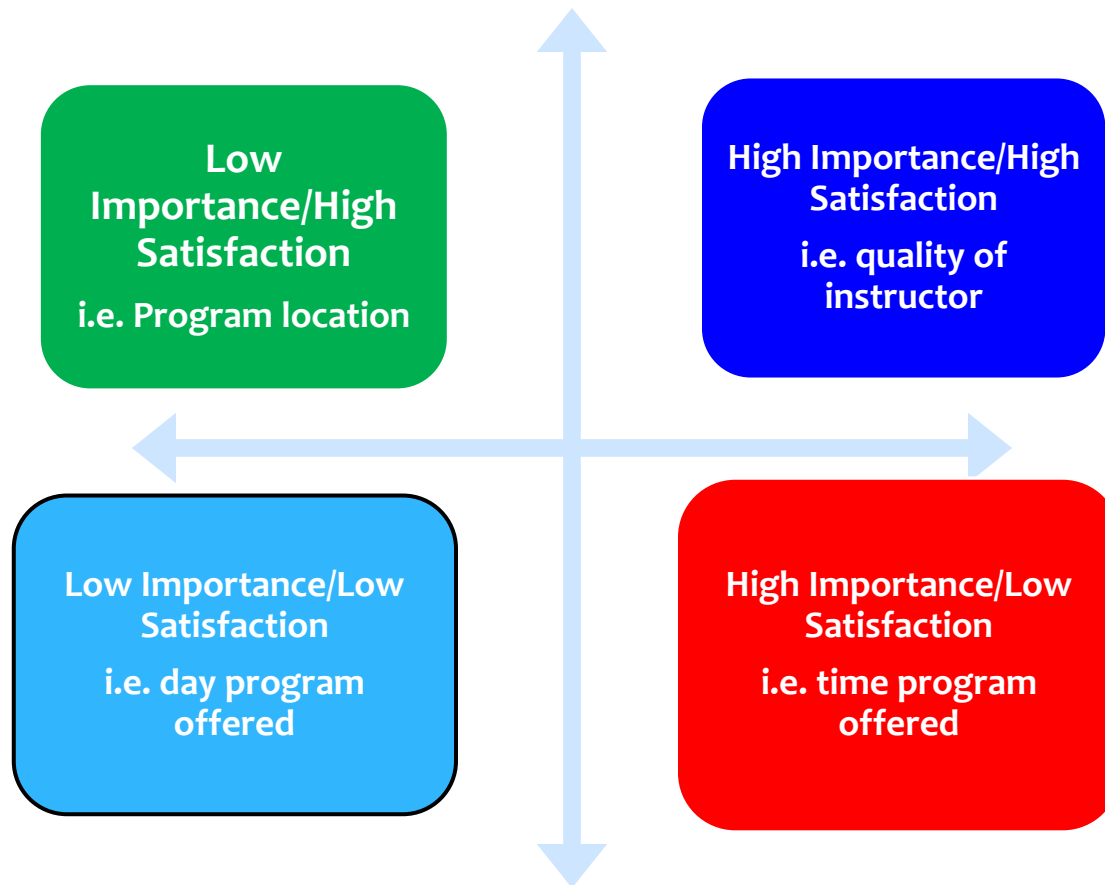
Services that have the **highest importance** are listed at the extreme right.
Services that have the **lowest importance** are listed at the extreme left.

Services that have the **lowest satisfaction** are located at the extreme bottom.
Services that have the **highest satisfaction** are located at the extreme top.

Proportional Investment Towards Program Elements of High Importance and either Higher Satisfaction or Lower Satisfaction



Proportional Investment Towards Program Elements of High Importance and either Higher Satisfaction or Lower Satisfaction



ALL Class Participants



**Residents of Hoffman
Estates Park District**

Satisfaction with
instructors

Satisfaction with
class content

Satisfaction with
time of class

Satisfaction with
value of class

**Non-Residents of
Hoffman Estates
Park District**

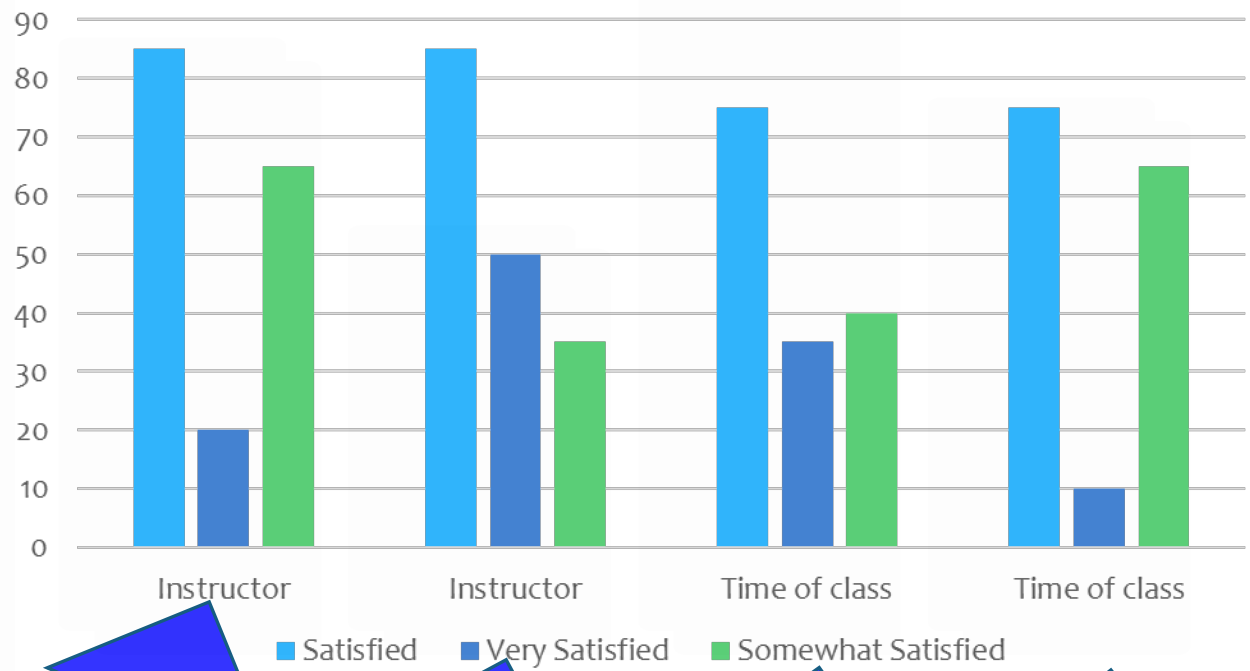
Satisfaction with
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Total Satisfaction is Same But Percent of Very Satisfied and Somewhat Satisfied is Different



Lower very satisfied

Higher very satisfied

Higher very satisfied

Lower very satisfied