**Memorandum**

To: Peter Frangel, Manager, DOR Planning Unit

From: Ivan Guillen, SRC Chair

Cc: Jessica Grove, Deputy Director, DOR VR Employment and Resources Division

Kim Rutledge, Deputy Director, DOR Office of Legislation and Communications

Date: December 12, 2023

**Subject: Consumer Satisfaction Survey**

The SRC appreciates the ongoing opportunity to partner with DOR on the annual Consumer Satisfaction Survey (CSS). The survey results are an important source of data utilized to increase the quality and effectiveness of the VR service delivery process. Since 2017, the CSS response rate has steadily declined: 2017/18 = 23.4%, 2018/19 = 18.7%, 2019/20 = no survey administered, 2020/21 = 16.6%, 2021/22 = 13.7%, and 2022/23 = 12.5%. On November 30, 2023, the SRC approved the suggestions listed below to increase survey engagement. The SRC welcomes follow-up discussion and collaboration with the DOR Planning Unit regarding these suggestions.

Survey Administration

* Research the principles of survey methodology to identify and establish effective sampling processes.
* Send the CSS to consumers who have received services within the last six months.
* Instead of sending out surveys once per year, send the surveys out within three months of the consumer receiving services.
* Consider alternatives to providing survey links directly in emails, as some email providers may relegate a message that includes links to the junk or spam folder.
* Utilize texting as a survey distribution method.
* Explore how the DOR website and the VR Connections Consumer Portal could be used to facilitate survey completion.

Survey Communication

* Ensure that DOR has accurate and up-to-date emails on file for consumers.
* Have DOR staff discuss the CSS with consumers during the first encounter and talk about the information that will be collected.
* Provide consumers with incentives for completing the survey.
* Have SVRP-QPRs reach out to consumers and students directly and request that they complete the survey.
* Emphasize that the goal of the survey is to improve services.
* Assure consumers that their responses are anonymous.
* Inform parents about the survey. Many students are learning about online safety and may be hesitant to complete an online survey.
* Have State Internship Program participants send individual emails and follow up with consumers about the survey.

Survey Design

* Consider a shorter survey and let the consumer know upfront how long it will take to complete.
* Add a comment box after every question for consumers to leave additional details.