



Youth Customer Satisfaction Survey

Youth Council: Philadelphia Youth Council working through the Philadelphia Youth Network

Element: Career Preparation

Function: Measure Quality & Impact

The Challenge

As new youth programming was developed under the Workforce Investment Act, considerable attention was placed on helping youth-serving organizations to develop high-quality, research-based practices and programs. This was all well and good, but the Philadelphia Youth Council felt strongly that the voices and opinions of young people, themselves, should be factors in helping to shape programs designed and developed on their behalf.

The Strategy

In summer 2001 the Philadelphia Youth Network, the Council's administrative partner, assembled a group of highly-motivated young people who became the core team that designed and implemented the first Youth Customer Satisfaction Survey. The survey, which has now become institutionalized as a formal WIA activity for a team of young people, is revised and administered annually to approximately one-third of the 6,000 young people participating in the Council's summer and year-round activities.

The Outcomes

Survey results are compiled and shared with funded providers for purposes of program improvement, and also serve as the basis for selecting the recipient of the Council's annual Youth Serving Organization of the Year Award. A representative group from the survey team also makes presentations each Fall to the full Youth Council on their findings and recommendations for improvement, which PYN subsequently factors into professional development, training and program requirements for the following year.

Next Steps

At this point, the survey process is running smoothly, with young people increasingly taking responsibility for revising and administering the survey. Future improvements might include greater use of technology to evaluate results, and expanding the sample size numbers of youth who are surveyed and better integrating results into the performance index of providers.

Links

www.workreadyphila.com

www.pyninc.org

www.osyphila.org

YCideas from around the Nation



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