

Program Evaluations



Customer Satisfaction

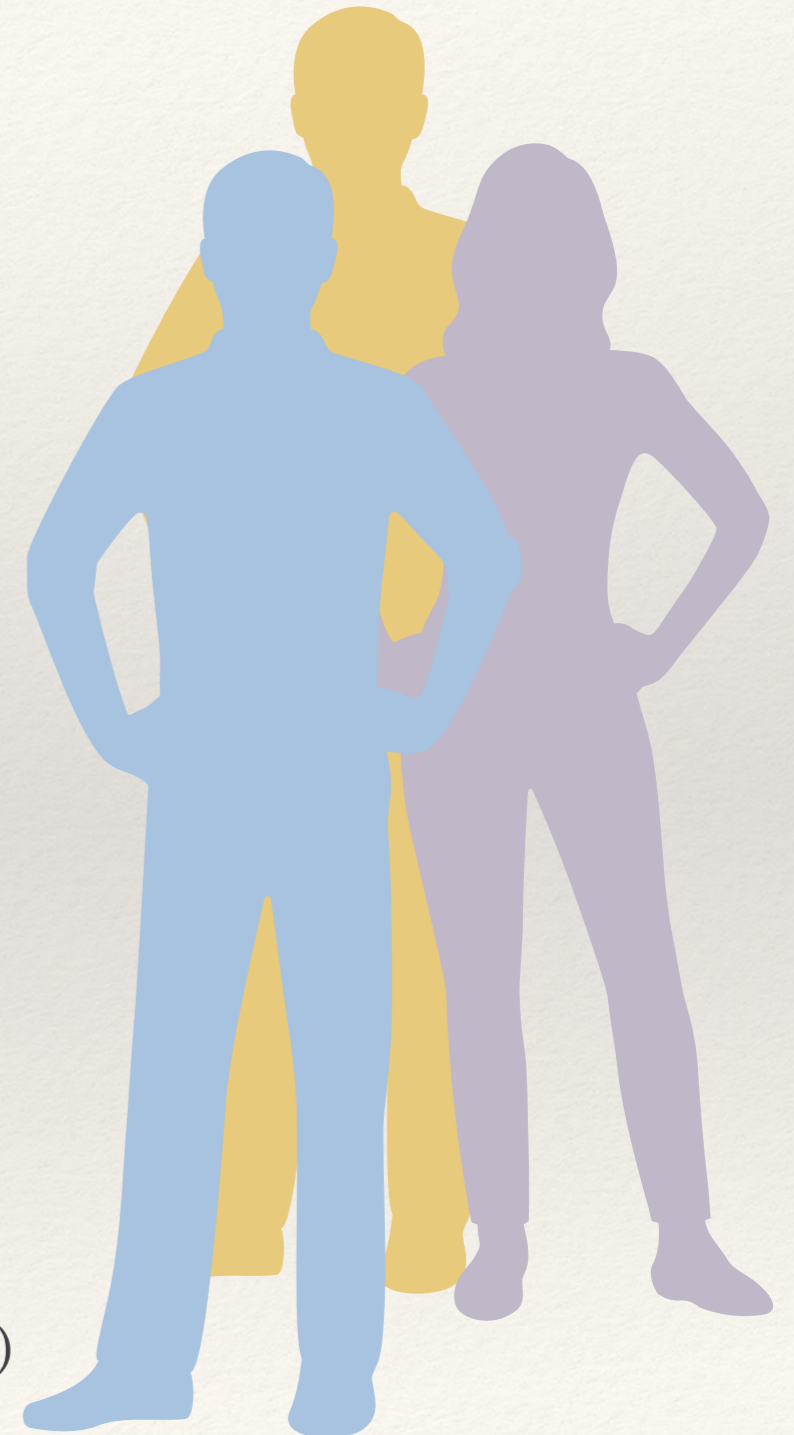
Learning how we as practitioner or organizations are doing with service delivery

Jacob Campbell, LICSW
Heritage University

Spring 2020
SOWK 460

Focus Group Interviews

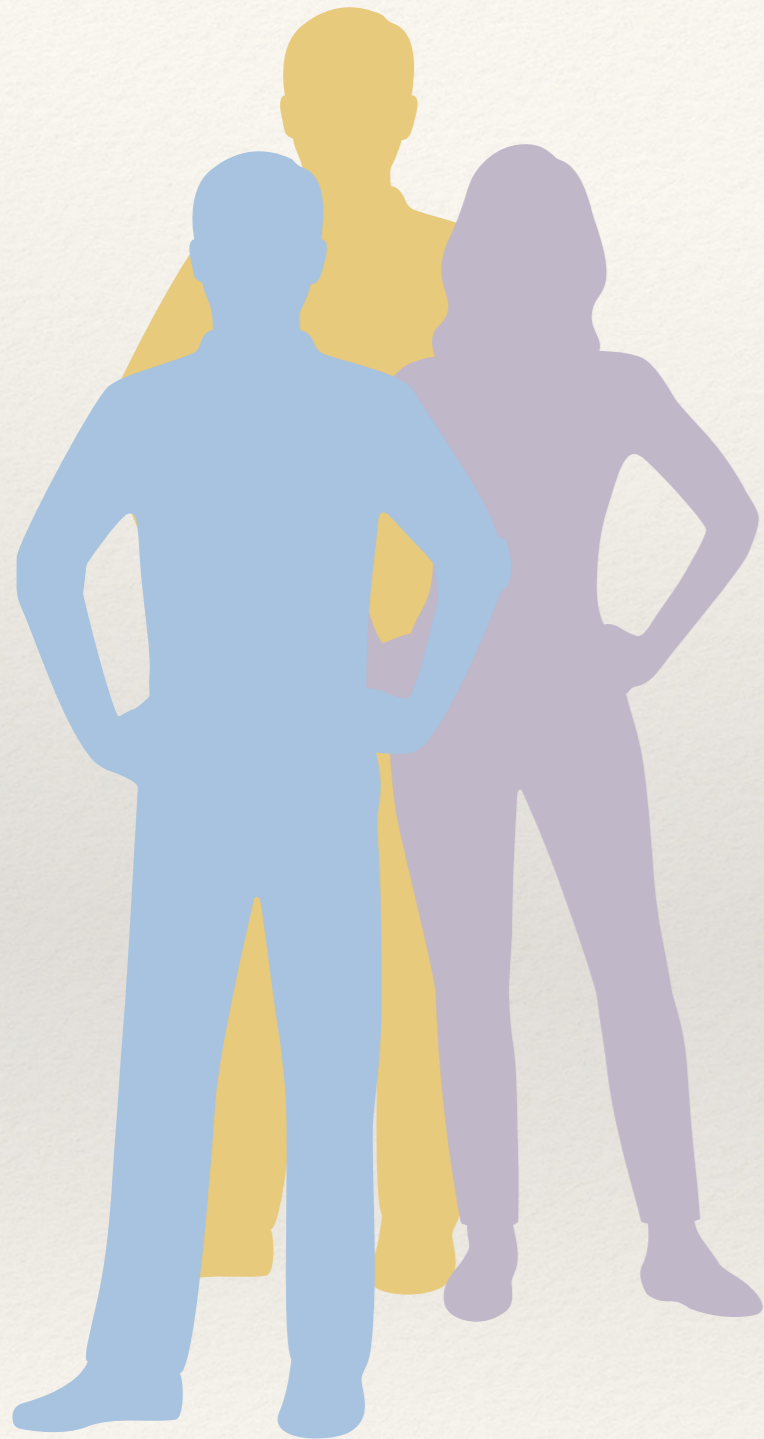
- A group process that allows views of multiple people
- Structured to allow minority views and differences of opinions
- Investigate unanticipated discussion points



(Kapp & Anderson, 2010)



Focus Group Interviews



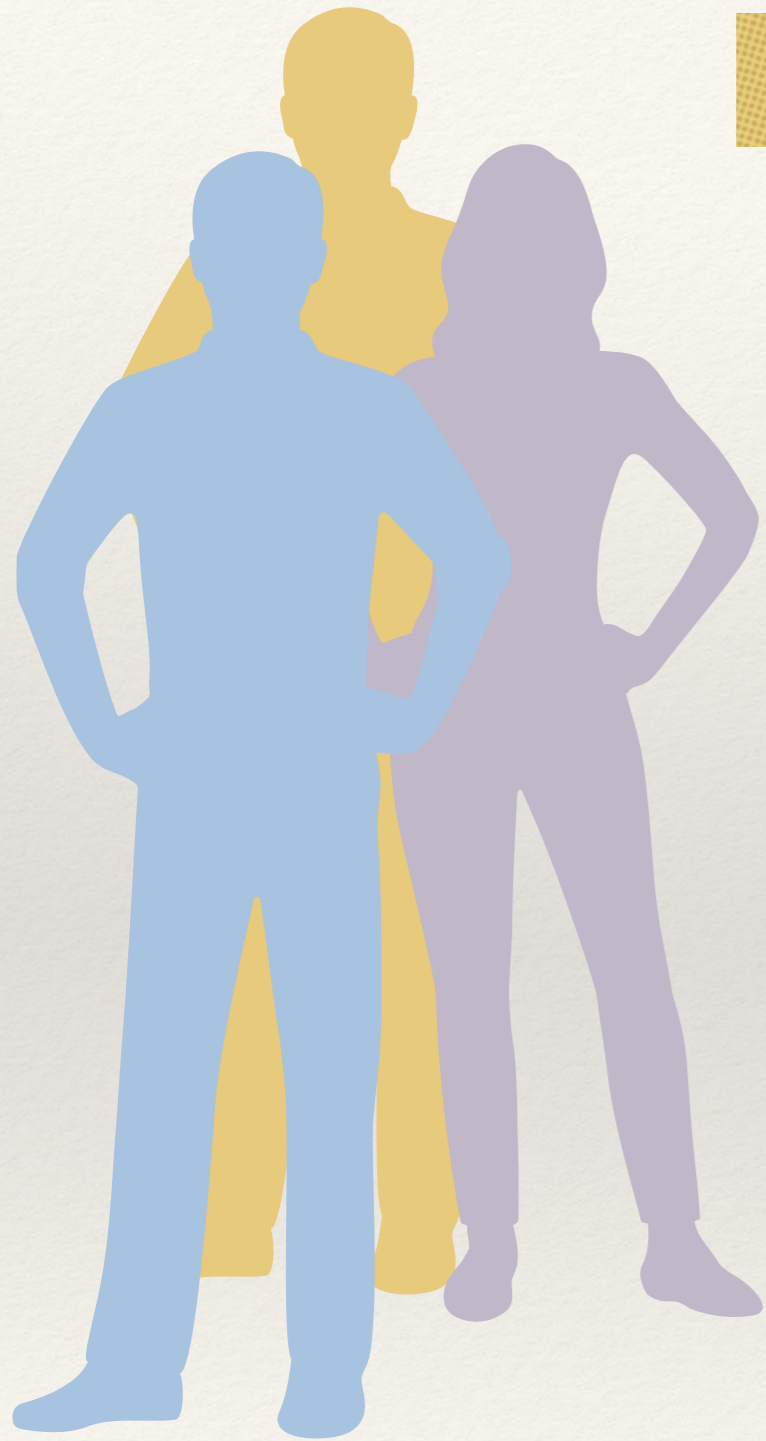
- Paraphrase and restate comments frequently
- Seek other opinions (ask group for agreement). Attempt to engage all parties.
- Review positions of the entire group and verify that you have understanding
- Open floor for other areas of interest of the group
- Don't be afraid to control discussion, and move on when somebody is not sharing the talking
- Move discussion from heated argument by naming the positions and moving on

(Kapp & Anderson, 2010)

Jacob Campbell, LICSW Heritage University SOWK 460 Spring 2020



Focus Group Interviews



<https://docs.google.com/document/d/1WDXv5LIZ73Qib8mXzue9n4uXlaFYnIp-Z2rTwGB5Hwg/edit?usp=sharing>

(Kapp & Anderson, 2010)

Jacob Campbell, LICSW Heritage University SOWK 460 Spring 2020



Creating a Customer Service Questionnaire

- ❖ How well does the instrument fit the service setting?
- ❖ Does the instrument provide an overall assessment or is it more topic specific?
- ❖ Does the language fit my population?



<https://docs.google.com/document/d/1-GSi0JKwP6UHHWqyTBccoWTbIVp1pZep9Y73CWgyIQE/edit?usp=sharing>

