

**Brockton After Dark
Participant Satisfaction Survey Analysis
Summer 2007**

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Introduction

For the third year in a row, a simple one page Participant Satisfaction Survey was distributed to youth at the Brockton After Dark programs during the final two weeks of the summer activities by the program staff. The survey was essentially the same as prior years except for minor changes to the program offerings to reflect the new activities offered this year. Specifically, the survey is designed to find out which activities the youth participated in, how they felt about their safety at activities, how they felt about the coaching staff and other adult staff, the timing and location of activities, and the registration process. In addition, four open ended questions are asked regarding what they liked best and least about the activities, what they would have been doing if not at a Brockton After Dark activity, and any suggestions for improving the summer program. Optional questions regarding age, gender, and race are included at the end of the survey form.

Unfortunately, even though there were 1036 participants in the Brockton After Dark summer program, only 179 (17% of participating youth) Participant Satisfaction Surveys were completed and submitted to Kelley Research Associates. This is higher than last year (10%), but still not an acceptable number when so many youth are participating. The low response rate was also identified last year as a concern. It was assumed that there was either a misunderstanding or misinformation concerning the end of the program Satisfaction Survey and the participants thought it was the same one they had already completed or they simply refused to complete another form because they had already completed one at the beginning of the program. Two recommendations were made last year including: first, the survey questions could be combined onto one form and that survey would be administered at the end of the summer rather than at the beginning; or second, the Satisfaction Survey should be discontinued in favor of the attitude and behavior survey which provides much more valuable data on the youth involved in the program. The B.A.D. Advisory Committee chose not to eliminate the Satisfaction Survey, but it was also not possible to combine the two. Hence, there is another year of a very low response rate to the end of the program Satisfaction Survey. The recommendation this year is to examine and modify the administration process for this survey, including the timing of distribution, which staff are distributing the form, how are they introducing it to the participants, etc. With modifications to the administration, the response rate should be improved to an acceptable level of at least 50% of the participants.

The results from this year's Participant Satisfaction Survey are summarized in the following report.

Activity Participation

A great number of new activities were added to the Brockton After Dark program this year including Crafts, Boxing, Ballroom Dancing, Double Dutch, Cartooning & Crocheting, Zumba Dancing, Ladies Night, Cosmic Bowling, Camp Yomechas, Oriental Arts & Crafts, Computer Lab, and Interactive Games. There were no activities discontinued this year. Survey respondents were asked to check any of the twenty activities offered by Brockton After Dark that they participated in over the summer. They were asked to check all activities that applied, even if they only participated a few times. The following is a list of these activities and the number of the survey respondents that participated throughout the summer:

- 51% (91) Basketball
- 14% (25) Volleyball
- 13% (24) Swimming
- 13% (23) Tennis
- 10% (18) Ballroom Dancing
- 10% (18) Hip Hop Dance
- 10% (17) Boxing
- 8% (15) Soccer
- 8% (15) Cosmic Bowling
- 6% (11) Acting
- 5% (8) Crafts
- 2% (3) Camp Yomechas
- 2% (4) Interactive Games
- 1% (2) Cartooning & Crocheting
- 1% (2) Ladies Night
- 1% (2) Oriental Arts & Crafts
- 1% (1) Double Dutch
- 0% (0) Costume & Set Design
- 0% (0) Zumba Dancing
- 0% (0) Computer Lab

The most popular activities, according to the limited number of survey responses, were Basketball, Volleyball, Swimming, and Tennis. The most popular of the new activities included Ballroom Dancing, Boxing, and Cosmic Bowling. Many of the new activities had between 0 – 2 participants. However, it is impossible to tell from this data source whether this is accurate of the attendance at these activities or simply a reflection of the low response rate to this survey. In deciding which activities to keep and which to discontinue, the recommendation is to use actual attendance lists from the programs rather than rely on this survey since the responses may not be representative of the actual participation.

Participation Times Per Week

- 31% (55) One Time
- 16% (28) Two Times
- 8% (15) Three Times
- 6% (11) Four Times
- 7% (12) Five Times
- 1% (2) Six Times
- 1% (1) Seven Times
- 31% (55) No Answer

Almost two-fifths of the respondents, 39%, stated they attended Brockton After Dark activities multiple times during the week (2 – 7). Unfortunately, a large percentage, 31%, of the respondents did not answer this question.

Statement Responses

Respondents were asked to rate six statements on a scale of one to five with one being “Strongly Disagree” with the statement and five being “Strongly Agree” with the statement. The statements were designed to gather information regarding two of the “Five Promises”, Safe Places and Caring Adults, and find out if the respondents felt participating in the Brockton After Dark activities was easy and convenient.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|--------------------------|--------------------------|---------------------------|---------------------------|----------------------------|
| I felt safe while participating in the activities. | 7% (12) | 1% (1) | 6% (11) | 13% (24) | 70% (126) |
| I felt the coaches cared about me. | 5% (9) | 6% (10) | 12% (21) | 20% (35) | 55% (99) |
| I felt the other staff at the activities cared about me. | 5% (9) | 6% (10) | 15% (26) | 20% (36) | 50% (90) |
| The activities were offered at a convenient time of day. | 5% (8) | 3% (6) | 11% (19) | 18% (33) | 58% (103) |
| The activities were offered at a convenient location. | 5% (8) | 3% (6) | 8% (15) | 18% (32) | 59% (106) |
| The activity registration process was easy. | 8% (14) | 1% (1) | 8% (15) | 17% (30) | 63% (113) |

** Note all statements had between 5 and 12 participants that did not respond to the statement.*

Statement One

I felt safe while I was participating in the activities.

Eighty-three percent (150) of survey respondents either “Strongly Agreed” (70%) or “Agreed” (13%) with this statement. Twelve people “Strongly Disagreed” with the statement, one person “Disagreed”, and eleven people gave neutral responses. Of note, the percentage of respondents that “Strongly Agreed” or “Agreed” with this statement has been falling every year, from 94% in 2005 to 85% in 2006 and now 83% in 2007.

Statement Two

I felt the coaching staff cared about me.

Seventy-five percent (134) of the survey respondents either “Strongly Agreed” (55%) or “Agreed” (20%) with this statement. Nine people “Strongly Disagreed” with this statement, ten people “Disagreed”, and twenty-one respondents remained neutral. The percentage of respondents that “Strongly Agreed” or “Agreed” with this statement increased slightly this year after falling significantly in 2006. In 2005, 88% of the respondents “Strongly Agreed” or “Agreed” with this statement, in 2006 that fell to 72% (a 16% drop), and now in 2007 it rose slightly to 75%.

Statement Three

I felt the other volunteer staff at the activities cared about me.

Seventy percent (126) of the survey respondents either “Strongly Agreed” (50%) or “Agreed” (20%) with this statement. Nine people “Strongly Disagreed”, ten people “Disagreed”, and Twenty-six respondents had no opinion. The percentage of respondents that “Strongly Agreed” or “Agreed” remained consistent with 2006 after a significant decrease (22%) between 2005 (91%) and 2006 (69%).

Statement Four

The activities were offered at a convenient time of day.

Seventy-six percent (136) of the survey respondents either “Strongly Agreed” (58%) or “Agreed” (18%) with this statement. Eight people “Strongly Disagreed” with the statement, six people “Disagreed”, and nineteen respondents remained neutral. The percentage of respondents that “Strongly Agreed” or “Agreed” rose 6% between 2006 (70%) and 2007, but is still not at the levels seen in 2005 (92%).

Statement Five

The activities were offered at a convenient location.

Seventy-seven percent (138) of the survey respondents either “Strongly Agreed” (59%) or “Agreed” (18%) with this statement. Eight people “Strongly Disagreed” with the statement, six people “Disagreed”, and fifteen respondents had no opinion. This is another category with a downward trend in responses over the three years. In 2005, 93% “Strongly Agreed” or “Agreed”, in 2006 the percentage fell to 81%, now in 2007 it is down to 77%.

Statement Six

The activity registration process was easy.

Eighty percent (143) of the survey respondents either “Strongly Agreed” (63%) or “Agreed” (17%) with this statement. Fourteen people “Strongly Disagreed”, one person “Disagreed”, and fifteen respondents remained neutral. Again, this is another category where the percentage of respondents that agree to some extent with the statement has been falling consistently over the three-year period. In 2005, 97% of the respondents agreed to some extent with the statement, this fell to 84% in 2006 and now is down to 80% in 2007.

Open Ended Responses

Question One

What did you like best about the Brockton After Dark activities?

There were a wide variety of answers to this open-ended question. The majority of the 179 respondents, 99 (55%), stated they liked the sports and activities that were offered. For instance, one respondent said they liked “the activities and the care they give to the kids” and another said, “everyone is nice and I love the activities.” An additional 27 (15%) stated the thing they liked best was it was “fun”. For instance, one respondent said, “it was fun and kept me busy” another said, “it was fun and interesting.” Thirteen respondents (7%) said the thing they liked best was it gave them something to do and kept them off the streets. For example, one young person wrote, “it keeps a lot of kids off the streets and there are a lot of things to do” and another wrote, “it kept me busy and out of trouble.” Nine respondents (5%) said they liked being with their friends or making new friends. One of these participants wrote they liked “meeting new people and seeing friends I didn’t get to see in a while.” Six wrote about the coaches and instructors, including “the instructor was very skilled, polite, and fun.” A few said they liked that it was free so they could attend and a few said they liked everything.

Question Two

What did you like least about the Brockton After Dark activities?

Forty percent (72), of the respondents stated there was “nothing” they did not like about the activities. Fourteen (8%) of the respondents commented negatively about timing issues including activities starting late, not enough time to complete activities/games, not enough playing time, and some complained there was too much time. For instance, one respondent wrote, “I wish it were longer” and another wrote, “some kids have to walk home in the dark.” Ten (6%) of the respondents commented negatively about the staff, stating people were rude and unorganized, and 10 (6%) of the respondents commented negatively about the food/drinks. Nine (5%) of the respondents did not like the schedule for the activities, one wrote, “all of the activities were at the exact same time.” Other negative comments involved the locations being too hot, a lack of space, too few teams, and specific comments about certain activities that some did not like.

Question Three

What would you have been doing had you NOT been attending Brockton After Dark?

The majority of respondents, 84 (47%), stated they would have been at home doing nothing, watching TV, playing video games, or sleeping. For instance, one respondent stated, “I would be home doing something boring and unhealthy” and another stated “I would be home watching TV, or writing, or on the computer, or sitting on my tushee eating food.” Another 28 (16%) respondents stated they would be working somewhere. Twenty-five (14%) said they would be participating in activities somewhere else for instance “playing basketball at East Junior High.” Sixteen (9%) stated they would be hanging out on the streets with their friends. One of these respondents said they would be “selling weed” if they weren’t at Brockton After Dark and another said they would be “chillin’ with my boyfriend who is a troublemaker.”

Question Four

What would you suggest to improve the Brockton After Dark summer program?

The main theme surrounding the 84 answers provided for this question involved more activities, more or different times, and more or better food. One fifth of the respondents to this question, 17 (20%), stated they would suggest more or different activities. Specifically, they wanted to see more sports activities. Some of the suggestions included wiffle ball, football, and more basketball teams. Fifteen (18%) of the respondents had a suggestion about timing issues including longer games, more days, and start the program earlier in the vacation. Eleven respondents suggested improvements to the food offered and five suggested air-conditioned gyms. Some other comments involved advertising, one wrote “hours should be longer and you should tell more people about it.”

Optional Questions

Respondent Gender

- 69% (123) Male
- 26% (46) Female
- 5% (10) Unknown

The majority of the respondents were males.

Respondent Age

- 2% (4) 12 years old
- 20% (35) 13 years old
- 12% (22) 14 years old
- 12% (21) 15 years old
- 16% (28) 16 years old
- 11% (20) 17 years old
- 14% (25) 18 years old
- 5% (9) 19 years old
- 8% (15) Unknown

The respondents to the Satisfaction Survey represented all age ranges. One-third of the respondents were 13 or 14 years old, 32% (57). An additional 28% (49) were 15 and 16 years old and 25% (45) were 17 and 18 years old.

Respondent Race

- 37% (66) African-American
- 15% (26) Cape Verdean
- 10% (18) Hispanic
- 8% (14) Caucasian
- 6% (11) Haitian
- 2% (4) Asian
- 5% (10) Other
- 17% (30) Unknown

The majority of respondents (37%, n=66) identified themselves as African-American. Another 15% (26) categorized themselves as Cape Verdean and 10% (18) identified themselves as Hispanic. Seventeen percent (30) of the respondents chose not to answer this question.

Conclusions & Recommendations

Although it is still disappointing that so few of the participants complete the satisfaction survey at the end of the summer, it still remains clear that those that do submit a survey form tremendously enjoy the summer program. The sports programs continue to be the favorite amongst the participants, with many of the participants stating they attended multiple activities each week. A few of the new activities added this year were very popular including ballroom dancing, boxing, and cosmic bowling.

The first three Statement Responses provided insight into how the youth felt about their safety and the adults they were interacting with while at the programs. Although the responses were very favorable with most respondents agreeing they felt safe and cared for by the adults at the program, it is important to note that the percentage of respondents agreeing to some degree with the safety statement continues to decrease for the second year in a row. In 2005, 94% of the respondents felt safe while participating, in 2006 this percentage decreased to 85% and now in 2007 it is at 83%. Opinions on staff stayed consistent with last year or rose slightly.

The remaining Statement Responses were included to discover whether the timing, location, and registration for the activities were appropriate and convenient for the participants. Again, the responses were overall very favorable but two of the categories continue to decrease for the second year in a row. For instance, 96% of the 2005 respondents agreed to some extent that the registration process was easy, this percentage fell to 84% in 2006 and now is down to 80% in 2007. The statement concerning location has also seen a similar decline since 2005.

Three of the Open Ended Questions were included to ascertain what the best and worst aspects of the Brockton After Dark activities were and what suggestions for improvements could be made. Most of the respondents provided some form of an answer to these open-ended questions, providing valuable insight and information concerning the program. The responses to what they liked best centered around two main themes. First, they liked the sports and activities that were offered, and second they liked meeting people, making friends, and having fun. The responses to what they liked least also focused on two themes. First, timing issues including not enough time for activities and the need for the program to start earlier and go longer into the summer. Second, there was a group of negative comments concerning the staffing and organization of the activities this year. Although, there were negative comments provided by some, 40% of the respondents said there was nothing they did not like about the program. The suggestions for improvement followed the same themes found in the negative comments. Respondents suggested offering more activities (especially sports), expanding times for the program, and a few suggested improvements to the food.

The fourth Open Ended Question asked what they would be doing had they not attended a Brockton After Dark activity. The responses to this question year after year clearly illustrate the need for this type of summer program. The overwhelming majority of participants stated they would have been at home in front of the TV or “hanging out” with their friends, and a few even admitted they would be on the street selling drugs. One young man summed up the purpose behind the program when he wrote what he likes best is “ I was able to play basketball with my friends in a safe place.”

Finally, the small number of survey completions should be mentioned once again. With only 17% of the participants completing this survey it is very difficult to determine if the responses provided represent the opinions of the larger population of participants or just those few that chose to complete the survey. So, although these results are positive, they should be viewed with caution because of the low completion rate.

Recommendations for the future include:

- Continue the Brockton After Dark activities – consider expanding the length of the summer program and/or the programming time offered each day.
- Re-examine the administration process for the Satisfaction Survey and make modifications to improve the response rate.
- Review the list of activities offered and attendance at each to determine which were popular and well-attended and which should be discontinued. Consider adding more sports related activities per the request of the participants.