

Pennsylvania's Statewide Victims' Services Outcomes Based Evaluation Project

LESSONS LEARNED FROM THE ESQ-LF TO THE VS3



Goals of Today's Presentation



IMPORTANCE OF
COLLABORATION &
OUTCOMES



REVIEW OF ESQ-LF
DATA ANALYSIS



GUIDANCE ON PLANNING &
IMPLEMENTING A STATEWIDE
OUTCOMES PROJECT

Importance of Outcomes Data

- ▶ Measuring and evaluating outcomes demonstrates an agency's commitment to providing services that meet client needs and produce intended impacts.



Outcomes vs. Outputs



Outcomes measure

“how well you served the service recipient”



Outputs measure

“how many people you served”

Benefits of Measuring Outcomes

- ❑ Outcomes Data allows agencies to:
 - ▶ Improve Quality of Services
 - ▶ Identify training needs & programmatic issues
 - ▶ Long-range/Strategic Planning
 - ▶ Aid in staff Recruitment and Retention
 - ▶ Enlist and motivate volunteers
 - ▶ Focus board members' attention on programmatic issues
 - ▶ Budget development and justification
 - ▶ Provide required information to Funders about impact of services
 - ▶ Provide a communication tool to publicize agency activities and accomplishments and the impact they have on the community.



Victims Services Program Evaluation

- ▶ 1996: a group of six victim service agencies from Western PA formed the Outcome Based Evaluation Tool Collaboration (OBET) and partnered with the PA Coalition Against Rape
 - ▶ Goal was to assess the impact of services in order to make an informed decision about the best use of available resources
- ▶ 2004: Partnered with a researcher and tested the developed outcomes tool.
- ▶ 2009: Collaboration between Office of Victims Services, PA Coalition Against Rape and PA Coalition Against Domestic Violence to identify a statewide outcomes tool
 - ▶ Identified ESQ-LF as the tool

Statewide Launch of the ESQ-LF

In February 2011, PCCD, in collaboration with the Pennsylvania Coalition Against Rape and Pennsylvania Coalition Against Domestic Violence, began utilizing a statewide outcomes-based evaluation tool known as the Empowerment & Satisfaction Questionnaire – Long Form (ESQ-LF)

Purpose was to measure outcomes on three primary services:

Short Term Counseling

Shelter Services

Legal Advocacy

The ESQ-LF is a 37-question survey designed to be distributed at the end of service provision.

ESQ-LF Subscales

- ▶ **General Satisfaction** – overall feedback on the staff and services provided
- ▶ **Satisfaction with Comfort and Convenience of Services** – feedback regarding the facility
- ▶ **Increased Coping and Sense of Empowerment** – feedback on the impact that services had on the victim's ability to cope and feel empowered through skill development, establishment of a support network, safety planning, and understanding their rights.
- ▶ **Increased Support or Knowledge through the Medical System** – feedback specific to services within the medical system
- ▶ **Increased Support or Knowledge through the Legal System** – feedback specific to services within the legal system
- ▶ **Victim Compensation Knowledge** – feedback regarding understanding of the Victim Compensation Program

ESQ-LF: The Rules for Distribution

Ages 14+

- Not validated for minors under the age of 14
- Cannot give to parent to complete on behalf of their child

End of Service Provision

- Hand out at conclusion of receiving services (last visit)
- Minimum of three interactions with agency

Service recipient can choose to complete ESQ-LF

- Agency is required to provide survey, but individual cannot be required to take it

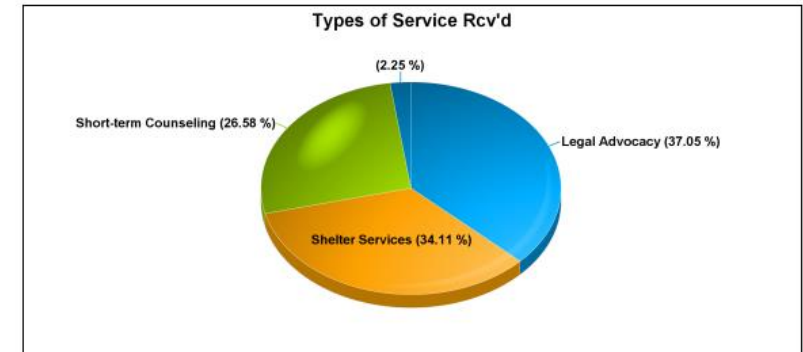
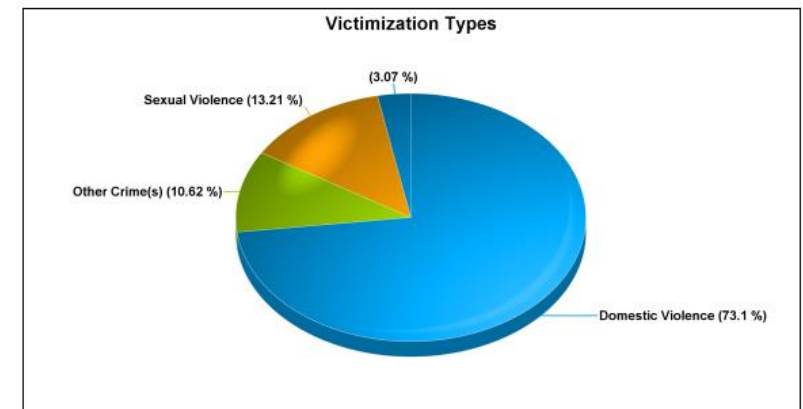
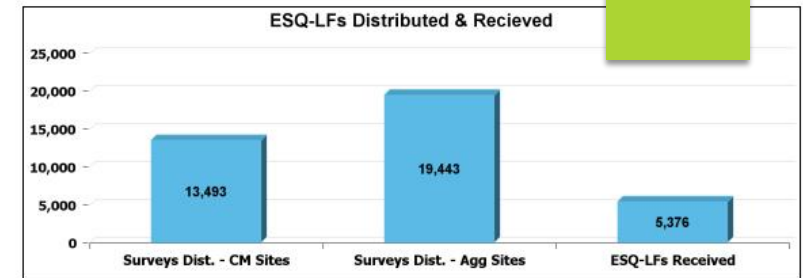
Statewide Case Management System

- ▶ 2012: PCCD launches statewide case management program for VOCA funded agencies
 - ▶ Efforts to Outcomes (ETO)
 - ▶ Partnered with PA Coalition Against Rape and PA Coalition Against Domestic Violence to meet their reporting needs as well.
- ▶ Standardized data tracking across agencies
- ▶ Standardized service definitions across the three main funders
- ▶ ETO Survey Program
 - ▶ All VOCA funded agencies entered ESQ-LF Survey responses into ETO
 - ▶ Agency reports and Statewide reports for ESQ-LF data

ESQ-LF Visual Report

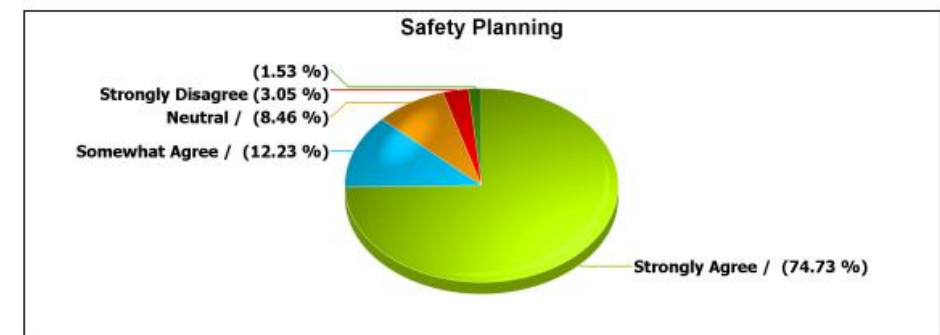
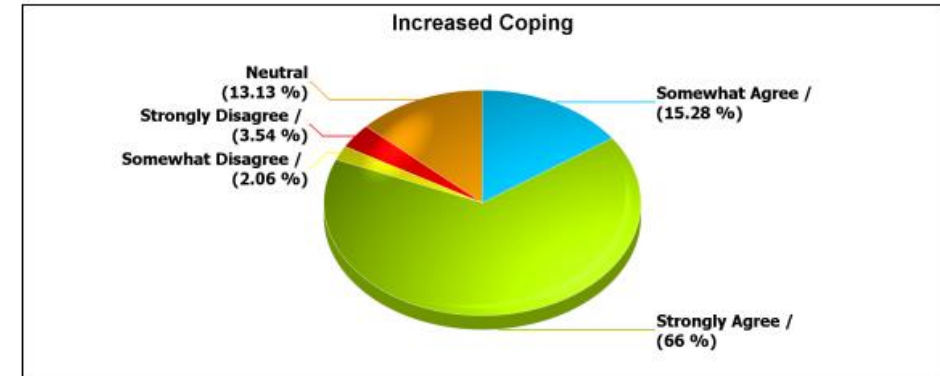
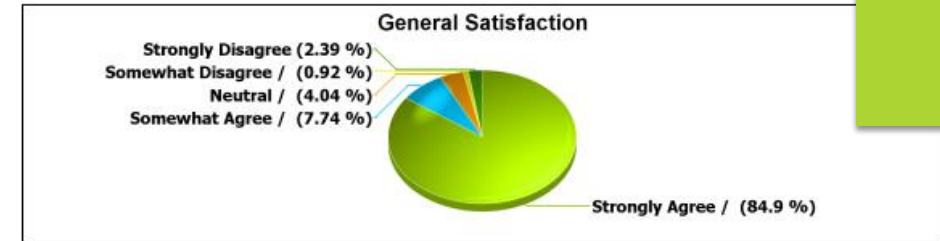
- ▶ Important for agencies to be able to access their own outcomes data.
- ▶ Not everyone understands data by analyzing numbers, it was important for us to show outcomes in a visual report so it has more impact.
- ▶ This report is available for Victim Services Agencies to run for their own agency's data.
- ▶ OVS can run report for individual agencies but also ALL agencies to see a statewide snapshot.

7/1/20-6/15/23



ESQ-LF Report

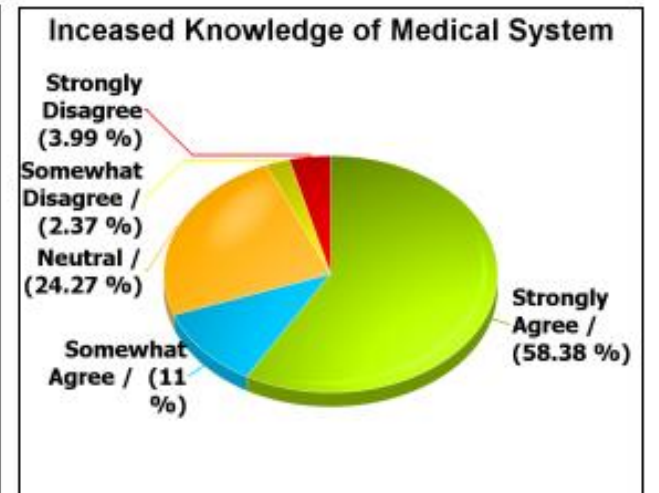
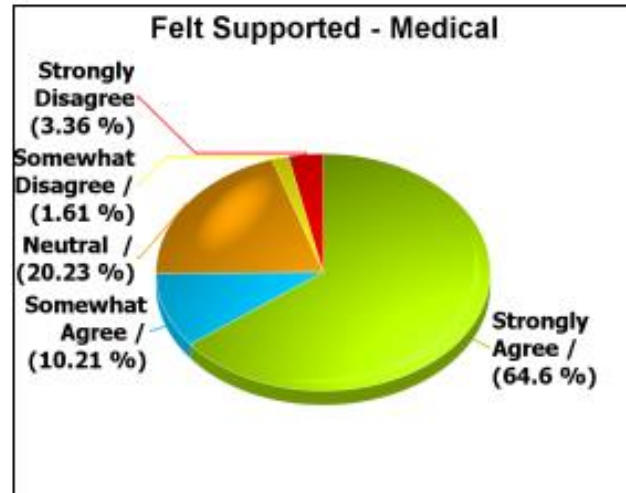
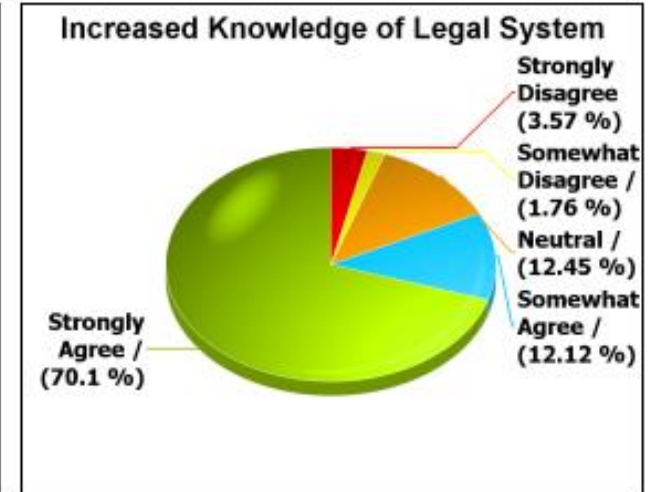
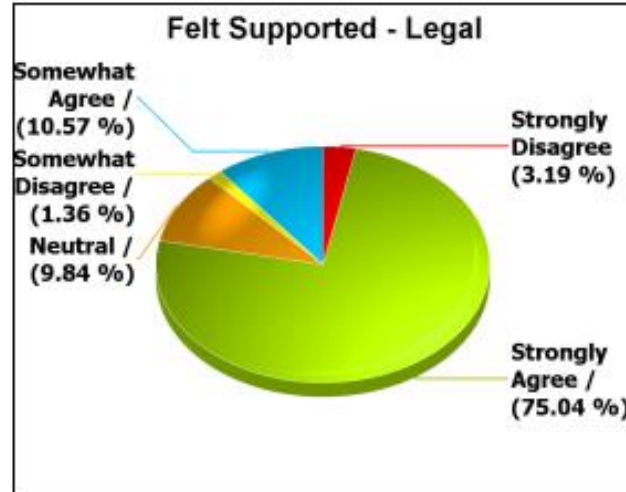
► Subscales



ESQ-LF Report

- ▶ Legal Advocacy
- ▶ Medical Advocacy

Legal and Medical Advocacy

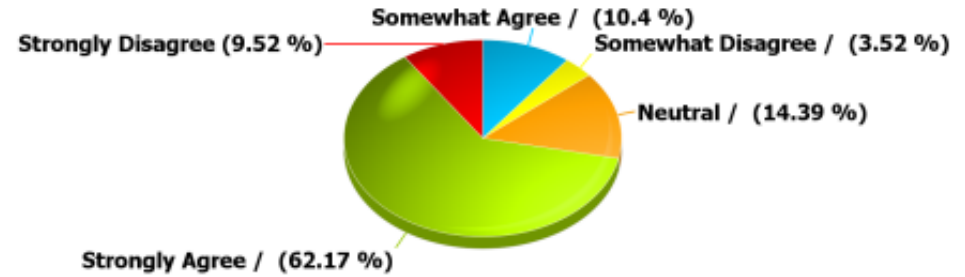


ESQ-LF Report

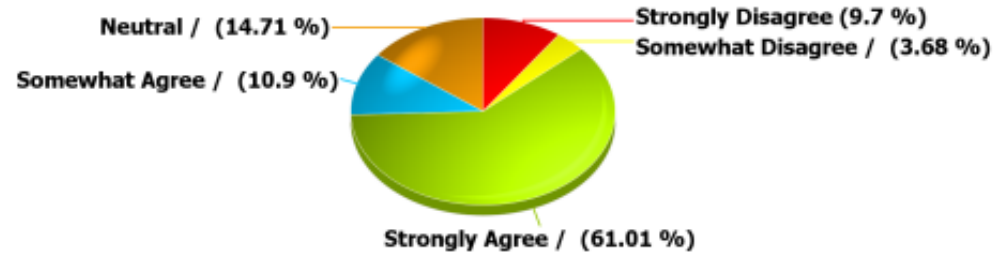
▶ VCAP

Victim Compensation Program

Aware of Victim Compensation Program



Understand Victim Compensation Program



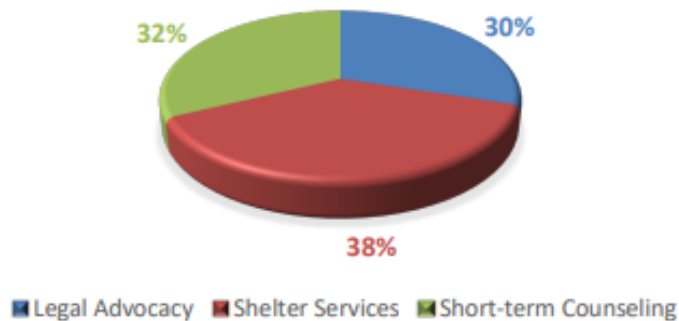
Researcher
Analysis of
ESQ-LF
Dr. Sherri
Chippo

- ▶ FY 2013/2014 – 2019/2020
 - ▶ 7-year period
 - ▶ Over 200,000 ESQ-LFs distributed
 - ▶ 26,406 responses received from 122 victim service agencies
 - ▶ ESQ-LF monitors outcomes for just 3 types of services

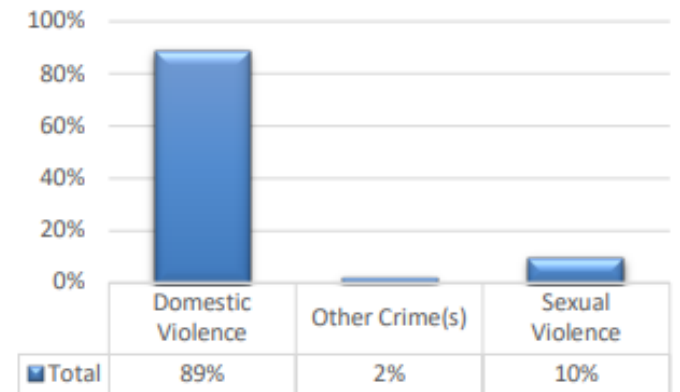
Responses by Service Type & Victimization

- ▶ Service
 - ▶ Legal Advocacy
 - ▶ Shelter
 - ▶ Short-term Counseling
- ▶ Victimization
 - ▶ Domestic Violence
 - ▶ Other Crimes
 - ▶ Sexual Violence

RESPONSES BY SERVICE

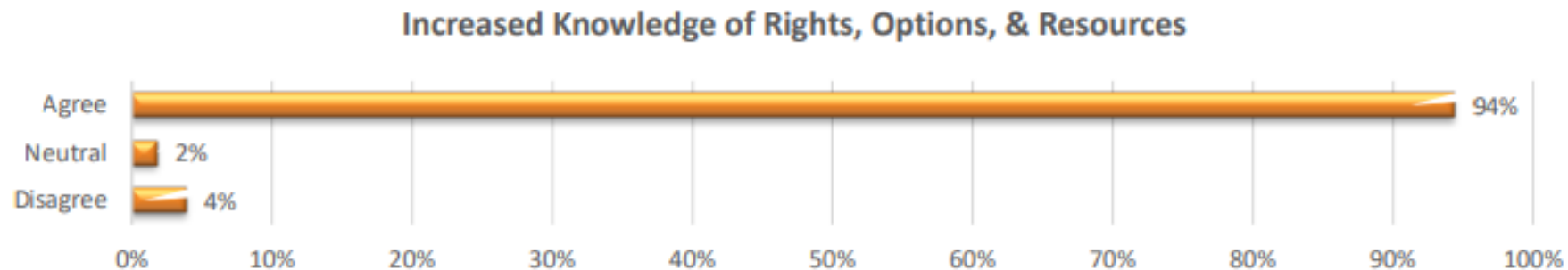


RESPONSES BY TYPE OF VICTIMIZATION



Increased Knowledge

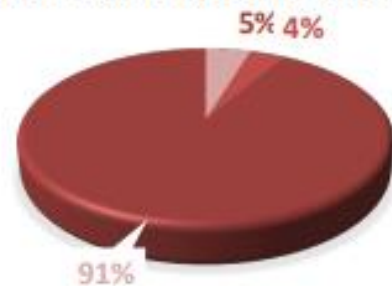
- ▶ As shown in the following graphs, data in the subscale on Increased Coping and Sense of Empowerment show that 94% of the respondents felt that they know more about their rights as victims, options and choices available, and community resources as a result of receiving services.



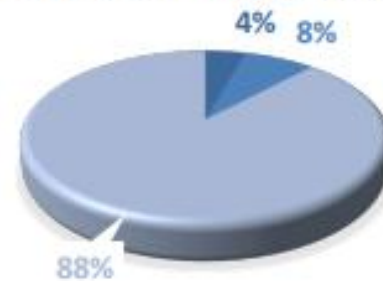
Positive Results

- ▶ Of these respondents:
 - ▶ 91% (n=25,795) felt the services increased their coping skills.
 - ▶ 88% of the respondents (n= 25,555) felt that the services helped them plan for their safety.
 - ▶ Learning to cope with their fear of safety, 83% (n=25,090) felt that the services provided were helpful

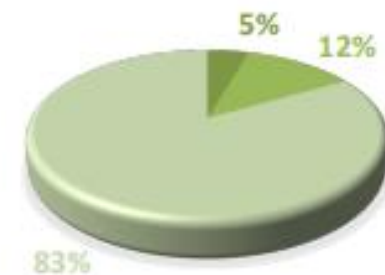
INCREASED COPING SKILLS



HELPED SAFETY PLANNING



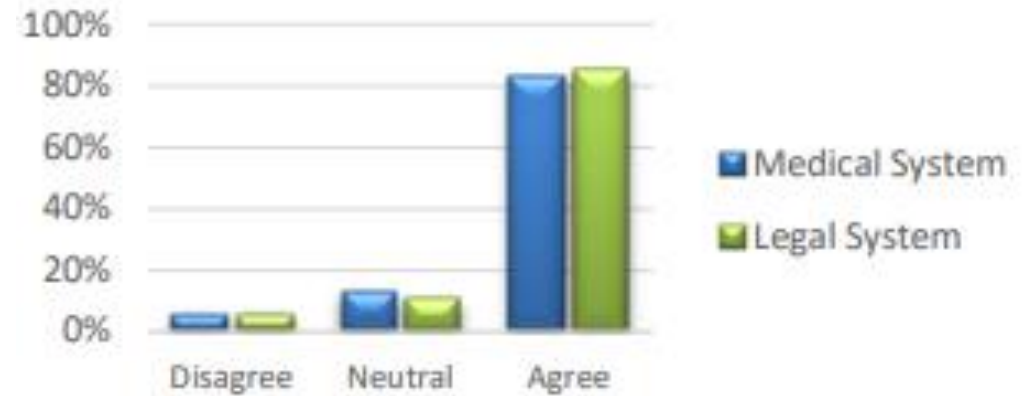
HELPED COPE WITH FEAR



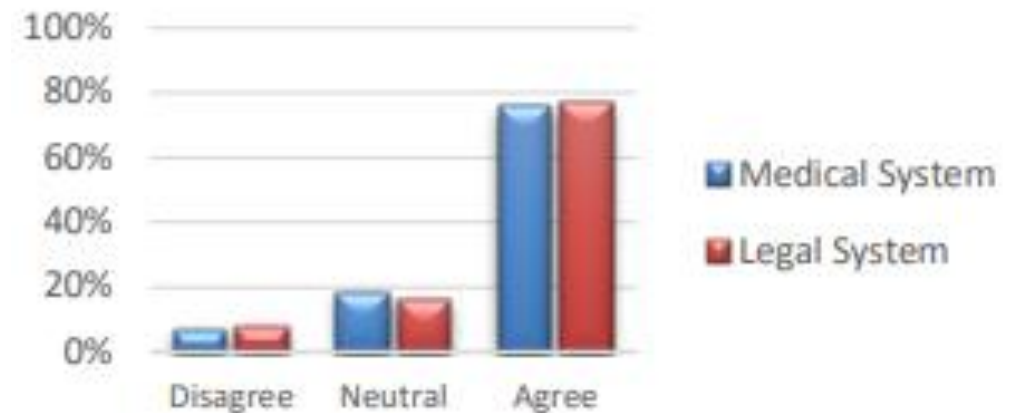
Felt Supported & Knowledgeable

- ▶ 82% of the respondents (n=11,273) felt supported by the medical system
- ▶ 75% (n=11,352) felt they know more about the medical system as a result of receiving services.
- ▶ 85% of the respondents (n=16,490) felt supported by the legal system
- ▶ 77% (n=16,805) felt that they know more about the legal system as a result of receiving services

FELT SUPPORTED



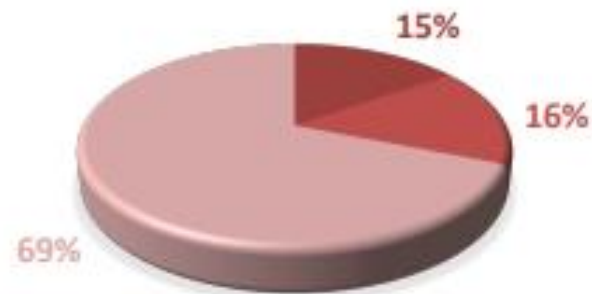
KNOW MORE ABOUT



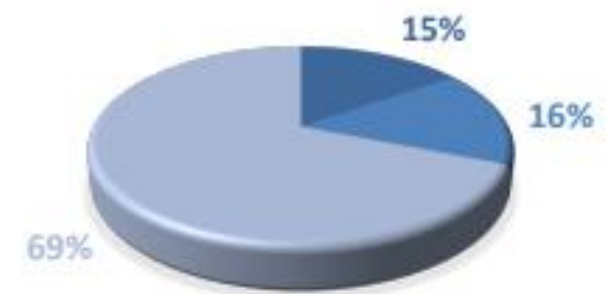
VCAP

- ▶ The respondents (n=16,805) also indicated that 69% were more aware of and felt that they better understand the Victim Compensation Process as a result of receiving services.
- ▶ 31% of these respondents felt neutral or experienced no increase in their awareness and understanding of the Victim Compensation Process

AWARE OF VICTIM COMPENSATION PROGRAM



UNDERSTAND VICTIM COMPENSATION PROCESS



Why revise the survey?

- ▶ Common concerns of the ESQ-LF expressed throughout the years
 - ▶ Too long
 - ▶ Difficult for some to read/understand
 - ▶ Low return rate
 - ▶ Self addressed stamped envelopes are expensive compared to return rate
- ▶ 2016
 - ▶ New VOCA Services
 - ▶ Newly funded VOCA Agencies



Honoring Outcomes & Established Subscales

- ▶ How do we revise the ESQ-LF and maintain a focus on Outcomes and honor the Subscales that were originally established?



Focus Groups

Five different Focus Groups held in Spring 2021 composed of the following types of agencies:

Comprehensive Agencies

- Providing services to victims of sexual assault, domestic violence and other violent crimes

Limited Use

- Agencies with a lower than typical number of survey responses

Victim-Witness Offices

- Receiving VOCA funding

Newly Funded Agencies

- Agencies who began receiving VOCA funds after 2016.

Power Users

- Agencies that have a higher than typical return rate

Philadelphia Area Agencies

- Community based agencies in Philadelphia serve a wide variety of crime victims

Creation of the VS3



Analysis of Feedback from Focus Groups

- Strong desire for outcomes measurement
- Support for use of technology in providing survey
- Willingness to work around hurdles to provide survey
- Enthusiasm for staying engaged with outcomes



PCCD, PCAR and PCADV work collaboratively with researchers to revise the ESQ-LF

- Address concerns highlighted by the focus groups
- Include questions relevant to the additional services funded by VOCA

Revised Survey Emerged



77 total questions



Service recipient driven based on the services they received



Subscales coincide with the services received:

Comfort
Satisfaction
Empowerment
Impact



Readability testing was conducted on each question to ensure the questions could be comprehended

Going Digital

- ▶ Create survey within an electronic platform
 - ▶ Qualtrics selected
- ▶ Addresses concerns of mailing survey and low return rate
- ▶ Digital format allows for service intuitive survey
 - ▶ Service recipients will only receive questions pertaining to the direct services they received.
 - ▶ Agency staff should provide guidance about the services the received so they know what to select when taking the survey.
 - ▶ Digital survey can be completed within 5-10 minutes
 - ▶ Dependent upon number of services selected



Testing of the New Survey

Potential Pilot Agencies were identified by PCCD, PCAR and PCADV to sample broad scope of Victim Service Providers across the Commonwealth.

17 agencies agreed to participate as Pilot Agencies. They helped to formulate questions based on the expanded services being evaluated.

Pilots tested the survey in Qualtrics to provide feedback on the “look & feel” of the survey and to provide feedback on the questions asked to make sure they represented the services being provided.

Launching with the Pilots

December 12, 2022, pilot programs began distributing the digital survey to service recipients.

Monthly meetings were held with pilot agencies to provide feedback and discussion of any concerns.

Survey responses were tracked and showed a promising increase in response rate compared to 2020 and 2021 trends.

Reliability & Validity Testing



**Researchers conducted
Reliability and Validity testing**

Based on completed surveys from Pilot Agencies



**Ensure questions met readability
standards for individuals with
limited reading proficiency.**

Readability is measured for 15 – 17-year-olds.



Reliability & Validity

Analysis is based on data received during the VS3 Pilot (Dec 2022 – Mar 2023)

Reliability and Validity

	Reliability	Validity
What does it tell you?	The extent to which an instrument yields the same results when repeated under the same conditions.	How accurately the results measure what they're intended to measure.
How is it assessed?	Evaluate the consistency of results over time, between various observers, and within the test itself.	Compare the accuracy of the results to accepted theories and similar measurements.
How do they relate?	Although a reliable measurement may be yield the same results, they aren't always accurate.	If a valid measurement yields correct results, it should also reproduce the same results. As such, a valid instrument is often reliable.

Testing for Validity: Two Approaches

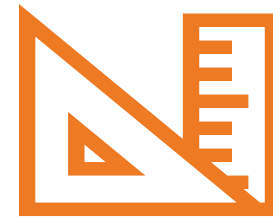


Content Validity

Measures the content of the instrument.

Two ways approaching

- Face validity – does it appear valid?
- Expert Review – uses expert opinion on content & objectives



Construct

Assesses the extent to which an instrument accurately measures a theoretical construct it is designed to measure

Statistically measured using correlation and factor analysis

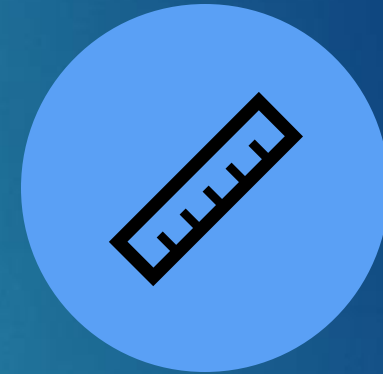
Survey Deemed Reliable & Valid



BASED ON PRELIMINARY FINDINGS,
THE VS3 IS BOTH RELIABLE AND
VALID



THE VS3 CONSISTENTLY MEASURES
HOW INDIVIDUALS ARE
RESPONDING TO THE
QUESTIONNAIRE. **(RELIABLE)**



THE VS3 EFFECTIVELY MEASURES
WHAT IT IS INTENDED TO
MEASURE. **(VALID)**

Survey Preview



Survey Demonstration in Qualtrics

Survey can be picked up where someone left off (within 30 days).



[Survey Demo](#)



The survey is currently available in English and Spanish.

Additional language options will be available upon full implementation.

Key Benefits of the VS3



REDUCTION OF THE
PAPER USE AND
POSTAGE COSTS.



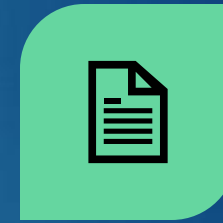
INCREASED SENSE OF
CONFIDENTIALITY.



LESS TIME CONSUMING
FOR SERVICE RECIPIENTS



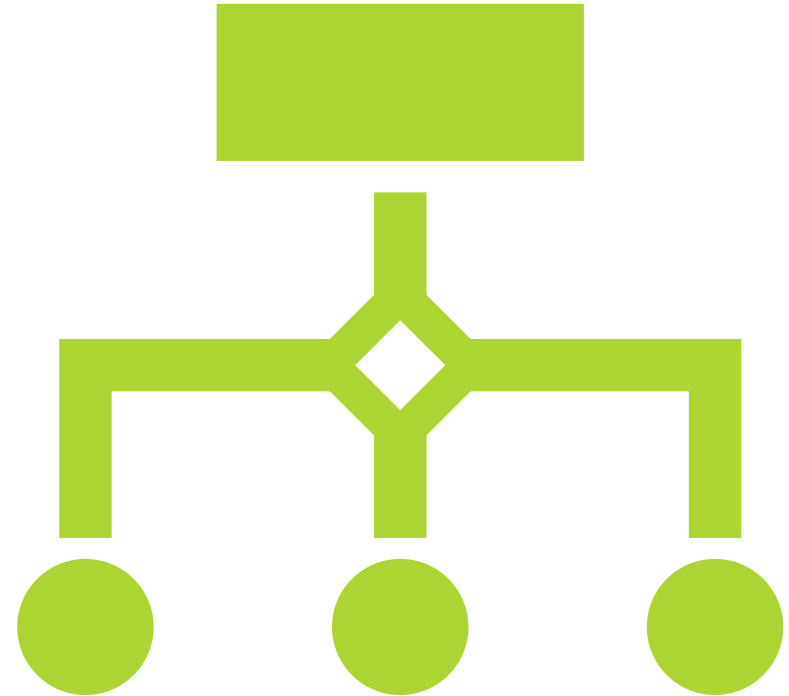
DISTRIBUTION AND
COLLECTION PROCESS IS
LESS TIME CONSUMING
FOR STAFF



NO CHANGE IN DATA
AND REPORT
ACCESSIBILITY

Implementation: Getting Started with the VS3

- ▶ Rolling implementation of the survey from July 1, 2023, through October 1, 2023 (the start of the new VOCA reporting year)
 - ▶ Agencies have the option to begin distribution of the VS3 on July 1st
 - ▶ ALL are required to start distributing the survey on October 1st



How to Provide the Survey



The link can be sent to service recipients via text or email



QR code can be provided on a business card or sheet of paper



Paper copies of the survey can be used for those who are unable to complete it electronically

When to Provide Survey to Service Recipients

It is recommended that the survey be distributed at the end of service provision

- Must have a minimum of 3 interactions.
- Services cannot be adequately evaluated if less than three interactions with the agency
- This does not mean you automatically give it after the 3rd visit

There are a few exceptions to allow for the distribution of the survey prior to the end of the provision of services.

- Legal services may be ongoing for several years
- Immigration services may not follow typical service provision timeline
- As an agency, determine “When” to administer survey during these circumstances
 - Stay as consistent as possible within your agency

How Often Do You Provide the Survey?



One time – ideally following their last session.

This survey is not intended to be an ongoing assessment of the same individual



Could be more than once based on timing of services

Due to diversity in the way agencies provide services, sometimes an individual will receive Counseling Services at a separate location and separate time then receiving Shelter Services.

DO NOT
Distribute
By.....



DO NOT display the link or QR code within common areas of the office or facility.



DO NOT post a link to the survey on your website or a social media posting



Your agency will not be able to accurately track distribution of the survey or know if an actual service recipient completed it.

Entering Survey Responses

Survey data from the digital survey will be collected directly in Qualtrics upon completion. Agency staff will no longer be required to manually enter survey responses into the Survey Program in ETO.

For surveys completed on paper, staff will be required to enter survey response into Qualtrics by accessing your agency's Link or QR code.

Data Collection and Reporting



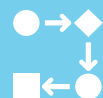
Data compiled through Qualtrics.



Data from Qualtrics will be exported and batch uploaded into ETO on a monthly basis.



Ability to run reports to access agency specific data in the same way current ESQ-LF reports are accessed.



There will be no change in the VOCA Quarterly Submission report process.

The report will be edited to pull VS3 data from the Track Direct Services and Aggregate TouchPoints.

Accessing Survey Data



Review of Sample
Report



Reports currently
being created in
ETO

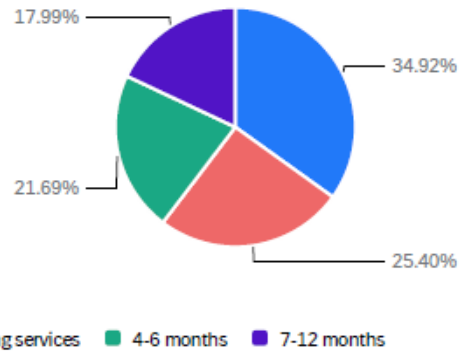


Visual Report

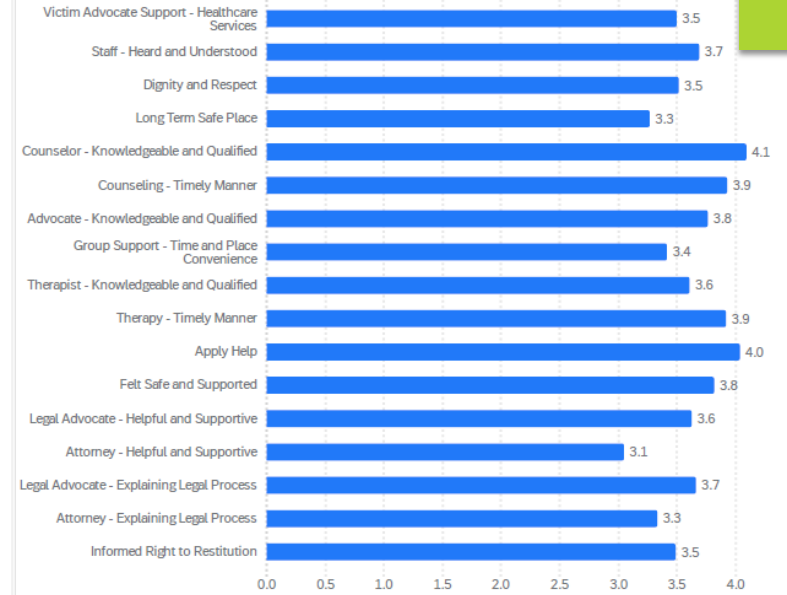


Raw Data
Download

Length of Services ⓘ



Overall Satisfaction (Star Ratings) 191



Review of Sample VS3 Report

Helping Staff with Survey Distribution

- ▶ Voluntary
 - ▶ Service Recipients cannot be forced or required to complete the survey.
- ▶ Anonymous
 - ▶ Responses are completely anonymous
 - ▶ Qualtrics will be able to identify the agency that provided the link, but not who the link was provided to.



Talking Points

- ▶ Develop a “script” to encourage completion of the survey.
 - ▶ EXAMPLE:

“We will be providing you with a Link/QR Code to a survey. You can help us better serve others by telling us about your experience with our agency. Your responses are completely anonymous, and your participation is voluntary.”
- ▶ Provide guidance to Survey Takers about the type of services they should select on the survey.
 - ▶ “Tell us about your experience with the counseling services you received from us.”



Avoiding Bias

If a service recipient requires the survey be read to them

- The staff person who provided the direct services **CANNOT** be the person to administer the survey.

Example:

- A victim service agency that provides services to elder crime victims has agency volunteers call service recipients and ask them to take the survey over the phone. The volunteer is not someone who provided the individual with agency services.

Tips for Successful Implementation

Implementation requires commitment from all involved

- Victim Service Agencies
- PCCD
- PCAR
- PCADV

Resource commitment

- Dedicated staff to oversee:
 - Agency's process for distribution and collection of the survey
 - Training of staff on agency processes for the survey

Buy-In

- Staff, Volunteers and Board of Directors need to understand importance of outcomes and how results directly impact your agency.
- Include Outcomes Data results as part of Staff Meetings, Board Meetings, etc.

On-going Training

- PCCD commits to providing ongoing training to agencies
 - A time to provide feedback and give insight in terms of tracking, distribution, etc.

- ▶ We recognize this tool may not cover all types of outcomes or general satisfaction that an agency may wish to measure.
 - ▶ Agencies are permitted to use a survey in addition to the VS3, with the understanding that the supplemental survey is to be given AFTER the VS3 has been distributed.
 - ▶ The VS3 cannot be altered in any way by adding or removing questions from the paper format.
 - ▶ Altering the survey will impact the reliability and validity of the survey.

Additional Surveys from Your Agency

Review of Documents

► Implementation Checklist

► FAQ & Guidance

VICTIM SERVICES SATISFACTION SURVEY (VS3)

IMPLEMENTATION CHECKLIST

1. **Identify an Outcomes Project Manager**
 - a. Takes the lead on development and implementation oversight of all procedures related to the outcomes project.
 - b. Manages the project and has a working knowledge of agency's service provision.
 - c. Coordination of data management.
 - d. Runs outcomes reports out of ETO and analyzes the results

2. **Develop internal Agency Procedures for the VS3 to include:**
 - a. Administering Survey/Survey Distribution
 - i. Who will receive the survey?
 1. Victims and Significant Others age 14 and over
 2. A parent/guardian cannot take on behalf of their minor child

 - ii. When will they receive the survey?
 1. As close to final visit as possible

Question	Answer	Helpful Tips	My Agency's Practice
Which service recipients receive the survey?	Direct Service Recipients ages 14 and over.	If a minor age 14 or over is receiving services and signing their own confidentiality forms, etc., they can complete the survey.	
	Can be a Victim or Significant Other.	If a Significant Other, they must complete survey based on the services they received and their own experiences with the agency.	
At one point do we provide the survey?	During their last visit/interaction with your agency.	Or close to the last visit as possible.	
	At a minimum, an Individual must have at least three interactions (services provided 3 times) with your agency.	Services cannot be adequately evaluated with less. This does NOT mean you automatically give to someone after their 3 rd visit.	
What if a situation is ongoing for years and my interaction with the client is very infrequent – how do I know when to give them the survey?	There are a few exceptions that allow for distribution of the survey prior to the very last visit – examples include Legal Cases, Immigrant Services, etc. As an agency, determine when the best time is to provide the survey during these situations.	Develop agency procedures to identify which situations this pertains to in your agency and be consistent with the implementation. Take into consideration the best alternative to providing the survey prior to the last contact.	

Questions

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