PROGRAM EVALUATION DIRECTOR

This position is responsible for developing, refining, issuing and analyzing the End of Season Surveys for each VAA Sport. This is accomplished through Survey Monkey Surveys.

Step 1.

At the end of the sport season, the Program Evaluation Director develops a End of the Season survey for the sport. It is possible to copy an existing survey and simply to rename it. This is accomplished on the Survey Monkey website.

The Username is: <see VAA President or Web Admin>

The password is: <see VAA President or Web Admin>

Once the survey is ready to be published, simply click on the tab and you will receive a specific web address that accesses the survey.

Step 2.

Write an email to the VAA IT coordinator and the Sport Liaison that gives them this web address. They will send out a blast email with the web access to the survey to the families that participated in that sport.

Step 3.

After 30 days, we close the survey and analyze the responses. The surveys are very similar for each sport so VAA can track some metrics on parent and child satisfaction.

Once the surveys are completed print out all of the responses omitting the responder’s name. VAA wants to keep these confidential so that there will be constructive comments without fear of reprisal. All of the comments, without the responder’s names, are sent to the Sport Commissioner, the Sport Liaison and the VAA President.

Step 4.

Some responders want to be contacted by the VAA Board. The Program Evaluation Director calls or emails the individual to document their comments. Sometimes these need to be sent to the VAA President or Sport Liaison to be addressed. All contact information needs to be documented. There is a place on the VAA website for the Board to post documents.

Step 5.

At the Board meeting following the analysis of the survey, the results are shared with the Board. The key point is to address the sport satisfaction, any key compliments, any key issues to be addressed and any other relevant information. At this meeting there is also a random selection of the winners from the surveys. (We have been offering a 25% discount off the next registration but this seems to be cumbersome for Diane. I suggest looking into possibly giving a $25 gift Card-to one of our sponsors maybe?- and be done with it more easily)