

PROGRAM
& WEBSITE
EVALUATION



A U T H O R S

Joseph, Bridget, and
JoAnne

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PROGRAM AND WEBSITE EVALUATION

This evaluation will describe and analyze the effectiveness of The Autism Projects' programming and website, with a primary focus on consumer perception, satisfaction, and frequency of use. Outcomes will further inform program and website redevelopment.

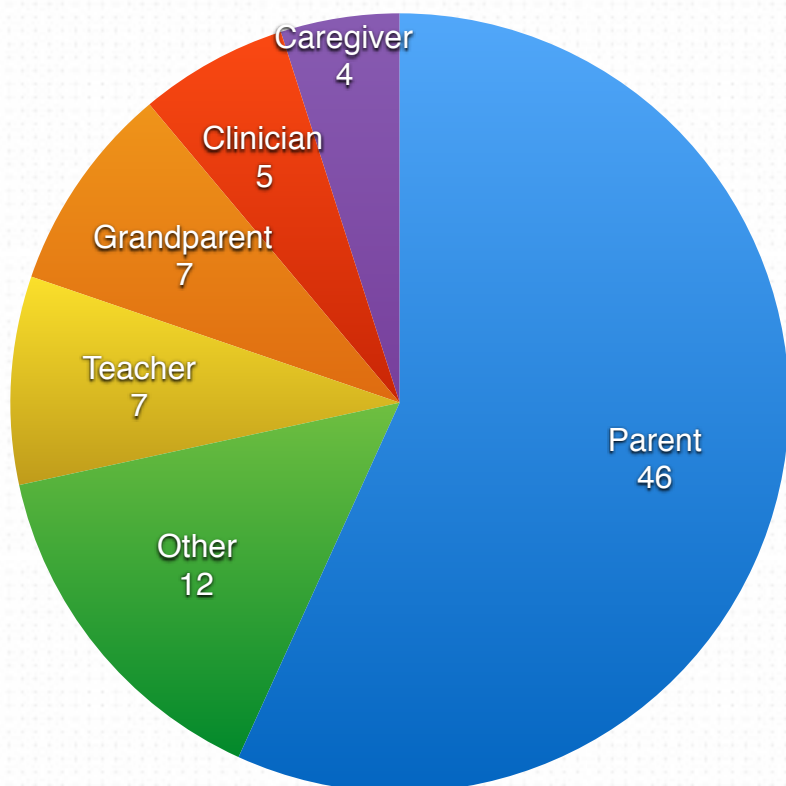
According to a recent RI-CART article (Gerber, Morrow, Sheinkopf, & Anders, 2014), there were approximately 10,000 individuals with ASD in Rhode Island. Due to the level of need for high-quality supports for treatment and intervention for individuals with ASD to succeed in educational, vocational, and personal domains, the Autism Projects' mission and services are warranted.

Within the Autism Project, there are several service components, such as child services, parent, and community-school based services. There is also a need to determine if consumers are satisfied with the type and amount of training provided by The Autism Project and to determine what, if any, changes are needed.

The goal of this evaluation is to examine the extent of satisfaction (including frequency of use) with the current programming and website content/design, which will provide valuable information to support redevelopment efforts. This is the first evaluation completed on the website and will also provide a general template for future website redevelopment and design.

RESPONSE SUMMARY

There were a total of 71 responses. Parents represented the largest response set, with 46 parents responding to the survey. The second highest response set were by “unknown” respondents. See pie chart below for additional response sets; there are two responses who identified as “individuals” but are not listed on the pie chart.



TECHNOLOGY USE AND HOME ACCESS

96% often or almost always use the internet at home and have a reliable internet connection.

94% often or almost always have access to a computer or laptop at home.

90% often or almost always use the internet for educational purposes (like learning new skills or researching topics).

87% often or almost always have access to their mobile phone and data plan at home.

73% often or almost always use the internet for recreational purposes (like watching Netflix or listening to music).

61% often or almost always use the internet for ASD/DD-related information or support.

“My husband and I took the parent class and joined the grandparents support group. Every class was so enlightening to us. We are looking forward to continue learning and participating with this wonderful and necessary organization.” - Anonymous

PROGRAM DEVELOPMENT & SATISFACTION

When asked about the different types of new online resources that would be useful, the following were found as the most needed:

1. Downloadable materials to use at home (90%)
2. Online trainings (82%)
3. Presentation video recordings or webinars (69%)
4. Virtual family support hours via mobile phone or computer (45%)
5. Virtual meetings (38%)

Overall, current programming was rated as outstanding by 27% and somewhat outstanding by 38% of consumers. There were 25% who selected neutral. A total of 7% rated programming as somewhat unacceptable to unacceptable.

	Unsatisfied to Very Unsatisfied	Neutral	Satisfied	Very Satisfied	N/A
Workshops/ Trainings	2 (3%)	6 (10%)	9 (14%)	28 (44%)	18 (29%)
Summer Camp	1 (2%)	6 (10%)	4 (6%)	16 (25%)	36 (57%)
Social Groups	3 (5%)	5 (8%)	11 (17%)	15 (24%)	29 (46%)
Community Events	3 (5%)	4 (6%)	15 (24%)	23 (37%)	18 (29%)

Approximately a quarter to a half of consumers appear to be satisfied to very satisfied with programming. Between 6 to 10% felt neutral, whereas between 29 to 57% endorsed not applicable. Approximately less than 5% selected unsatisfied to very unsatisfied.

Comments from this question suggest respondents were: (a) *unhappy with the accuracy of some of the information*, (b) *accessibility for individuals with severe autism*, (c) *lack of adult services*, (d) *scheduling/more openings*, (e) *not enough services in souther Rhode Island*, and (f) *lack of notification regarding events*.

PROGRAM IMPORTANCE

1. 99% indicated program quality was important to very important.
2. 95% indicated program scheduling was important to very important.
3. 95% indicated knowledge of staff and trainers was important to very important.
4. 92% indicated a variety of program topics was important to very important.
5. 89% indicated energy and passion of presenters was important to very important.

Table 2. Satisfaction Ranked by Topic

	Unsatisfied to Very Unsatisfied	Neutral	Satisfied	Very Satisfied
Quality	2 (2%)	10 (15%)	32 (47%)	24 (35%)
Scheduling	5 (7%)	19 (28%)	32 (47%)	12 (18%)
Staff/Trainer Knowledge	1 (1%)	7 (10%)	28 (41%)	32 (47%)
Variety of Programs	6 (9%)	20 (29%)	31 (46%)	11 (16%)
Presenter Energy and Passion	0 (0%)	12 (18%)	28 (41%)	28 (41%)

There appears to be good consistency between ratings for program importance and current level of satisfaction. For instance, 99% rated program quality as important, and a majority (82%) indicated they were satisfied to very satisfied with the current quality.

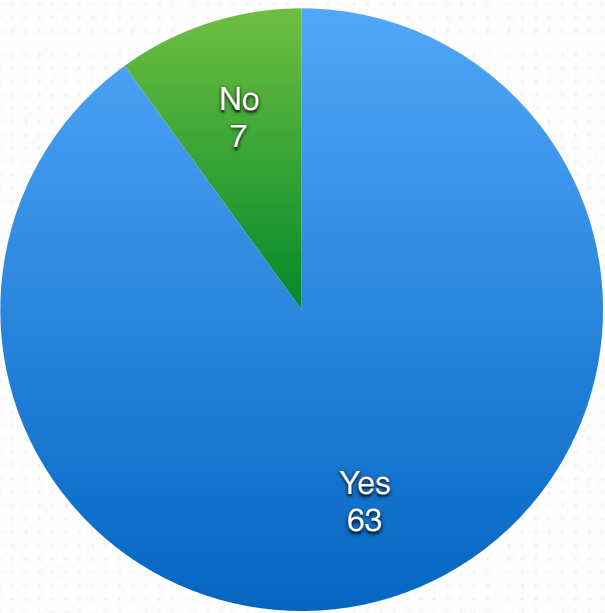
“Great for young families. Need to provide services and support for adults with autism and their families.” -Anonymous

“The presentations I have been to were excellent, but don't get notices very often.” -Anonymous

“The Autism Walk is always a great event!” -Anonymous

WEBSITE USE

A majority of respondents (88%) indicated that they have used The Autism Projects’ website. To the right of the pie graph are several general comments regarding The Autism Projects’ current website.



“I often go on the website to looking for new activities.” -Anonymous

“I hadn't until today, realized that there was much resource there.” -Anonymous

I don't think that the website is interactive enough. it is informational to a certain extent but could be used far more effectively. –Anonymous

WEBSITE SATISFACTION

A majority of respondents (45%) rated The Autism Projects’ website as Somewhat Outstanding to Outstanding. Then, 43 percent rated the website as Neutral, whereas 13 percent found the website Somewhat Unacceptable to Unacceptable.

Table 3. Website Satisfaction					
	Unacceptable	Somewhat Unacceptable	Neutral	Somewhat Outstanding	Outstanding
How would you rate The Autism Project's current website?	1 (2%)	7 (11%)	28 (43%)	22 (34%)	7 (11%)

SYSTEM USABILITY SCALE (SUS)

The 10-item questionnaire, System Usability Scale (SUS), gives a single score and can be rated in terms of using a letter based system. This letter based system is similar to a report card used in schools.

RATINGS

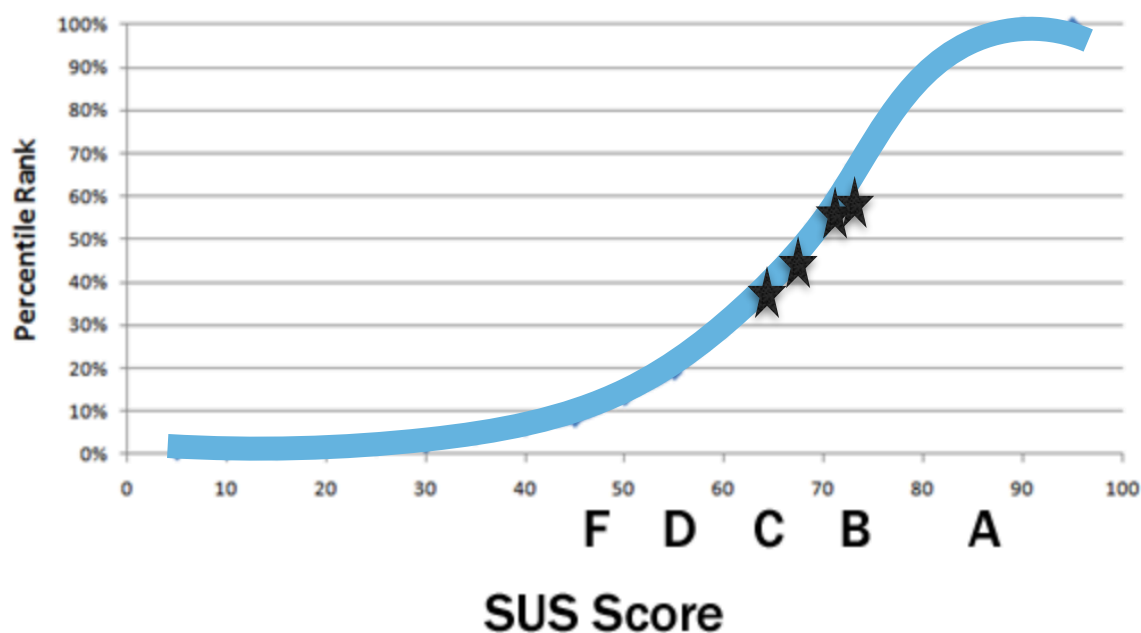
The Autism Projects' website scored a C rating. This score was calculated from a total of 56 responses; 15 response sets were incomplete and a total score could not be calculated.

As listed by Table 4, non-parent raters rated the website slightly more favorable. Overall, the Autism Projects' website score was in the average range, with 25 parents viewing the website as average or better. A total of 13 parents viewed the website as less than average.

Below the scores are placed along the graph to highlight percentile ranks. A percentile rank indicates where a score ranks in comparison to other people who have taken the SUS. For example, SUS scores less than 50 represent the bottom 15 percent of raters, while SUS scores better than 80 represent the top 10 percent of raters. The Autism Projects' website scores ranged between approximately the 40th to 60th percentiles.

Table 4. System Usability Scale (SUS)
Scores ordered by User

<u>User</u>	<u>Score</u>
Parent (n=38)	65 = C
Teacher/Clinician/ Other Professional (n=14)	72 = B
Grandparent (n=4)	71 = B
Overall (n=56)	67 = C



WEBSITE COMMENTS

► Enjoyed Using the Website

Good informational site.
I can find what I need in relatively short time.
I found it helpful when my son was younger.
It seems good.
Empowering.
Very parent friendly! Love Social Skills groups.
The website is great a full of useful information!
Lots of great information.
Works.
Easy to navigate.
Informative, always checking for what's new.
Easy to use.
Great and very informative.
Great, up to date.
I enjoy the materials and resources
User friendly. Easy to navigate
I think the website is wonderful!
Was able to find the information I needed.
VERY INFORMATIONAL
Good 4 new parents, needs help as kids age.
It's very helpful
It is very informative and easy to access
I enjoy going through the website for new events.

► Time Restricted their Use

I have not accessed it in a long time. Sorry.
Have not used it recently as I learn more from DDD.
I think I will enjoy very much. When I get extra time.
I plan to check it out this afternoon.
I only used it to look up summer camp programs.

► More Frequent Updates Needed

Mildly difficult to navigate, often frustrating
Great but needs to keep info updated
INFORMATION NEEDS TO BE UPDATED MORE FREQUENTLY
Could use more resources for individuals.
Uneven. The calendar is often out of date.
I think it is outdated. It has great potential.

► Basic and Informative

Its purely just an informational website.
Basic information but not outstanding.
The website is very basic, I end up calling with questions.

► Critical

It does not offer what my family and I need.
Negligent



MAJOR TAKEAWAYS

TECHNOLOGY USE

A majority (90% or greater) of those surveyed have internet access and a reliable computer to use at home. Sixty-one percent reported using the internet for ASD related searches, which could be a further area to increase and could be facilitated through programming and website redevelopment.

PROGRAMMING

As a way to increase electronic access from home, the following were identified as the top three rated supports: Downloadable materials to use at home (90%); Online trainings (82%); Presentation video recordings or webinars (69%). Overall, respondents appeared to be satisfied with current programming but identified areas of additional support needed (e.g., scheduling, adult services; see page 4). These types of identified supports aligned with what respondents felt was important for their programming needs (see page 5).

WEBSITE USE, SATISFACTION, & RATING

Approximately 88 percent of respondents indicated that they have internet access. Among these respondents, approximately half perceived as better than neutral. Based on a standardized measure for satisfaction, The Autism Projects' website scored a C, which is an average score and leaves room for future growth. Many of the comments were positive, whereas others made comments related to time factors, a need for more frequent updates, the basic nature of the information, or critical comments that may imply a negative skew.

CONCLUSION

The following results suggest that programming and website redevelopment are likely needed. The information in this report is intended to assist in future programming and website redevelopment. Qualitative information from key informants (e.g., parents, staff, and/or professionals) should also assist during any type of redevelopment effort as this will likely increase transitional efforts.