SurveyMonkey®

How Year Up improves the student experience with feedback

year up®

Non-profit Year Up used feedback to keep a pulse on student challenges and better understand market needs to set their graduates up for long-term, successful careers.

THE CHALLENGE

Making feedback accessible and secure

For non-profit organization Year Up, feedback guides much of their culture and curriculum, which offers young adults the skills and training to make the leap to a stable career.

Historically, Year Up's survey solution consisted of a scattering of individual accounts and inconsistent formats that made it difficult to aggregate and manage collected data. Year Up also needed to ensure that company-collected data was secure and kept private.

With teams spread nationwide, the Research and Evaluation team was looking for a flexible solution that would support collaboration, deliver more timely, actionable feedback, and meet security and privacy requirements.

THE ANSWER

Better visibility and improved collaboration

Year Up chose SurveyMonkey Enterprise to help streamline the survey process, improve collaboration, better utilize data, and support the survey needs of the entire organization.

With single sign on and centralized administration, Year Up has greater visibility into how data is being collected and used, and teams can more easily share results in one place.

Jess Britt
Associate Director of
Research and Evaluation

> "We can now view our data in a much more holistic way than ever before," says Jess Britt, Associate Director of Research & Evaluation at Year Up. "This helps us better understand our opportunities to innovate and improve service to our students and partners."

Increased response rates to > 80%

Achieved internal performance goals

Improved team collaboration

SurveyMonkey Enterprise also ensures that the data Year Up collects is protected and feedback is only shared with relevant team members.

"We encourage anyone collecting personally identifiable or sensitive data from partners or students to do so through SurveyMonkey," Jess says.

Survey templates are created and shared, with previously collected data scrubbed to ensure privacy. Other features, like whitelist URLs, have boosted response rates by helping ensure survey emails reach all intended recipients.

THE RESULTS
More feedback for a better-informed strategy

Since moving to SurveyMonkey Enterprise, Year Up has achieved a greater than 80% response rate, which helps the company collect data that is current, relevant and contributes to a more forward-thinking approach in program updates.

For example, Year Up's team found that key performance indicators, like intern and manager satisfaction levels, are associated with a graduate's success after the program. When survey data indicates a lack of satisfaction, Year Up staff can now follow up with the manager or student to see what might be driving this and suggest steps to help them improve their experience.

Over the last few years, Year Up has seen great success for both partners and students. The organization's internal performance goals were "increased a few percentage points" based on these strong results, something Jess says their use of SurveyMonkey Enterprise played a role in.

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"Data collected via SurveyMonkey is a key component of a larger ecosystem of processes and data sources that drive positive outcomes for Year Up graduates," Jess says.

See how Year Up set students on the road to career success using survey data and better collaboration
https://www.yearup.org/our-approach/research-evaluation/