

MEDIA REQUEST FORM SURVEY

Media Request Form Survey Report of Results

Developed by:

Employee Education System

Program Evaluation & Measurement Unit

in collaboration with

EES e-Learning Division

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Version #2 Final

SURVEY RESULTS

Data Collection Method(s):

The following were the primary data collection methods used to measure participant satisfaction as a result of attending this program:

- Survey: 21 Media form users were asked to complete the EES standard program evaluation survey on 04-09-14. The survey was an online evaluation form using SEES with standard questions focused on determining satisfaction and reaction. 19 surveys were completed for a response rate of 90.5%.

Results:

1. I think an acceptable amount of time to make a staff assignment would be:

	Responses
1 Day	1 (5.3%)
2 Days	8 (42.1%)
3 Days	8 (42.1%)
4 Days	1 (5.3%)
Not Answered	1 (5.3%)
Average	2.5 Days

2. Once you submit a Media Request Form, is a staff assignment typically made within an acceptable amount of time?

	Responses
Yes the assignment is made within an acceptable time for my project.	14 (73.7%)
Sometimes it takes longer than acceptable.	5 (26.3%)
Usually takes more time than acceptable.	0
Not Answered	0

The following items asked participants to indicate their level of agreement regarding various aspects of the Media Request Form. For each item, they were provided with a five-point response scale, ranging from “Strongly Disagree (SD)” (1), to “Strongly Agree (SA)” (5).

Table 1.1:

Question	SD	D	N	A	SA	Mean
User friendly	1	1	4	10	3	3.68
Straight forward	1	3	2	10	3	3.58
Insufficient data requested	2	7	5	5	0	2.68
Well organized	0	2	4	10	3	3.74
Too detailed	2	7	5	5	0	2.68

4. What would you say are some of the barriers you have encountered completing and submitting the Media Request Form {Mark all that apply}:

	Responses
It takes too long to complete	0
The form does not ask the right questions for the product I need	8
I need assistance completing the form and don't know where to get help	0
My project plan lacks significant information/details to provide the necessary information on the Media Request Form	10
I don't know what additional project related information is necessary/needed to complete the form	6
Other: (open text)	5
Not Answered	1 person

- Other people do not know how to do them and I have to help them
- You can only submit the request once. If you need to request additional support - eLearning and then identify you need medial or video support you cannot update or submit a new form.
- ~~Really no barriers for me with this - work well~~
- Once an assignment is made, it isn't clear if the PM or assigned Media staff should reach out first for or with program details.
- needs a consultation request box

6. What types of project-related forms/information should be included with the Media Request Form to help describe your project? {Mark all that apply}

	Responses
Project Plan	5
Goals/Objectives	7
Accreditation	2
Desired Completion Date	14
Needs Analysis	5
Other: (open text)	5
Not Answered	None

- section for questions i have that media POCs may be able to help me address
- Nothing...until I meet with an eLP the tools to be used may not be known
- the attachment option works best for me because I can include what I think is most relevant to the project
- ?Depends on the project....
- Do you need this??

Participant Comments:

5. What do you think would make the Media Request form easier to complete while still providing enough project information so the scope and needs of your project can be properly understood and assessed?

(The following responses are taken directly from the survey, as the respondent typed them. They have not been edited in any way.)

- *its good nothing it meets the need*
- *Because each project requires different needs, it's best to talk over the phone. However, this is not always possible, and not a good approach. It would be nice that if someone who has a successful history with the project, could stay on the same project. Or at least have the ability to make that recommendation.*
- *I think the existing form is fine...sometimes I need the media/eLearning person to bounce ideas off from before engaging the client.*
- *Some background, list of potions needed (Media, eLearning, Video, Studio) with dropdowns for support needed for each; estimated timeframe to start/finish. It seems like I put a full description in the comments or attach a document but still need to provide the same info to the assigner and the assignee. can the form pull info from TRACE or EPRS?*
- *it seems fine enough the way it is, depending on its purpose. What may make it easier, is up front information about its purpose, my role as PM vs. roles of media specialists. Is there a specific point I should bring them in or is that depending on my needs as the requestor? For instance, i have heard that e-learning producers get frustrated with PMs if the PM has not done a thorough analysis of the problems, identified objectives and content, while video producers want to be brought in as soon as possible. Is there a standard or does it vary?*
- *the way i view the media request sheet is to simply request assistance from a modality or to request a particular person. I have usually already reached out to that person to see if they would be available before I requested them specifically. In some cases, i know what the next steps i need to do are and am ready to get the POC involved immediately, in other cases, i need someone to work with me to identify how we could proceed with a client product request. I suppose a question i have in terms of the media request form, is what is its ultimate function? I like less barriers and typically just want to get the assigned person working with me, but also realize there may be other needs that the team behind the form needs identified that could be more useful to them when i fill it out. I am open to whatever needs to be done to expedite the process as well as provide additional information that would be useful.*
- *I do not think the form is difficult to use. The problem is...where does this fit in the process. After I've spent some time with the client I will have a good idea about what tools to use to produce excellent elearning products. However, I really think that the eLP should be involved in that discussion...but how do you know which eLP to assign if we don't know what tools we'll be using because not all eLPs are as experienced with all of the tools...they have areas of expertise. So...this is the quandry I think we face. Not the form...the process.*
- *i ususally have no idea on the desired completion date. Also the media mode selected and front end analysis completed questions are worded in such a way that make no sense to me. i have always had to just guess at my response. It asks for budget, but typically i need the media person to give me the budget amount, i usually don't know.*
- *There should be a place to provide a narrative of what the project may require. Can there be a hover or drop down to explain the various fields needing to be completed. Provide a FAQ or tip sheet on how to complete the form. Provide an COP inservice for PM's to explain what is required and expected in completing the form. I know each product is project specific, but maybe provide a generic timeline for basic request with a disclaimer for project specifics.*
- *Since it allows for attachment and comments, ease is not an issue for me. I usually get an email/phone call if more info is desired or to discuss the project. Often the options I then get from Dave exceed what I thought was possible which translates to a better project*
- *maybe have separate "tabs" for the media you are trying to request. For example, if I am trying to request a video be placed on CDN, only basic fields need to be completed. The media request form can be very difficult and daunting for new employees that have never completed one before. is there anyway we can get this form to pull information from the portal so if we need to input the program goals and needs analysis, the PMs wouldn't do extra work?*

- *I generally use the Additional Information box, but that may confuse some folks because it looks like it falls under "If an EES studio is required..."*
- *organized by divisions*
- *List the type of training product we're trying to complete (Virt Conference, Satellite, WBT, Video on Demand (CDN), etc).*
- *One thing comes to mind right away. Usually when I submit a Media Request, I do not know yet what the cost will be. The form insists on a number, which many times will probably not reflect the true need. Could there be an option for "TBD?" Or if you want an accurate number at that point is there any way to make available a cost estimate form, with examples of what to expect as costs based on the type of project, the approximate amount of videoing necessary to result in i.e. a one hour "clean" video? OR a 1 hour WBT usually requires "x" numbers of development hours? (I know the answer to these questions might be "no" but just thought I'd ask....)*
- *It is a one size fits all form. Sometimes the form is OK. Possibly consider a branched form or multiple forms depending on type of media?*
- *needs a consultation request box*

APPENDIX A: SURVEY

EES Media Request Form Feedback Survey

- 1) PURPOSE OF SURVEY: The purpose of this survey is to collect feedback from EES Stakeholders about the Media Request Form.
- 2) SELECTION: You were selected to receive this survey because you use the Media Request Form.
- 3) TIME: The survey is estimated to take 5 minutes to complete.
- 4) PARTICIPATION & RESULTS: Your participation in the survey is voluntary. Your responses are anonymous and will be kept strictly confidential. The results will be reported in summary form and not as individual responses.
- 5) COMPLETION DATE: Please complete the survey by April 18.
- 6) QUESTIONS: For content-related questions, please contact Dave.Roberts@va.gov.
- 7) HELP: If you have technical difficulty with this survey, please send a message to EESInquisiteSupport@va.gov.

Your participation in the survey is voluntary. Your responses are anonymous and will be kept strictly confidential. The results will be reported in summary form and not as individual responses.

1. I think an acceptable amount of time to make a staff assignment would be:
 - A: 1 day
 - B: 2 days
 - C: 3 days
 - D: 4 days
2. Once you submit a Media Request Form, is a staff assignment typically made within an acceptable amount of time?
 - a. Yes the assignment is made within an acceptable time for my project.
 - b. Sometimes it takes longer than acceptable
 - c. Usually takes more time than acceptable

