



Millersville University

CIVIC AND COMMUNITY
ENGAGEMENT

Housing Development Corporation

Recommendations

2019 Resident Survey Analysis

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Recommendations

Based on feedback from HDC resident services staff, and the analysis of the results, the following strategies may want to be considered in future surveys.

- HDC should consider consulting with resident services coordinators and residents to review the questions and implementation method of the surveys. Some questions (e.g. #6 and #11) were reported as confusing.
- HDC should consider holding community meetings to introduce the survey and its purpose to residents
- HDC should collect more demographic information, but not identifying information, such as name, or unit number
- HDC should consider the needs of residents with low literacy skills as some residents may need alternative methods of participating
- HDC should also consider offering residents the opportunity for a follow-up interview, or the inclusion of some open-ended questions that would allow residents to provide comments
- The questions about employment and volunteerism should be reviewed to better target the needed information

Future surveys should include a cover letter explaining the purpose of the survey, as well as a letter of informed consent that explains the survey's purpose and what residents' response data will be used for. The way in which questions are ordered could be improved as well. Although every question's responses are presented on a five-point scale, the fact that a response in one row corresponds to "strongly disagree" and "more than 10 years" in another could be confusing for respondents. There also appeared to be a lower rate of response on later survey questions, which may suggest that the document is too long. Finally, when translated from English to Spanish, the document became slightly longer, leaving two final questions on the back side of the last page. It's possible that some respondents missed these questions. Future surveys should be fit into full pages.

The wording of several questions in the pilot survey was unclear. For instance, question six asks residents whether they agree that if something is wrong in their community, the people who live there will come together to fix it. The use of the word "fix" suggests the possibility that this refers to the physical conditions with buildings or housing units, i.e. maintenance concerns. In reality, the survey authors hoped to assess whether or not residents feel that their community is capable of handling interpersonal or intergroup conflict. Thus, the question will need to be reworded in future surveys to capture this more nuanced meaning.