

Big Brothers Big Sisters of Arizona Case Study

Strategic Research. Trusted Data. Actionable Insights.

BACKGROUND

Big Brothers Big Sisters of Arizona (BBBS) has worked for over 60 years to provide a mentorship program that pairs children with professional adult mentors across the valley to achieve their mission of helping children foster confidence and realize their full potential. In looking to improve retention and internal communication strategies, Big Brothers Big Sisters engaged OH Predictive Insights to perform pulse tracking of their Bigs to understand how to better retain mentors in their program and collect feedback on how they could enhance the experience for all parties.

OUR PROVEN 5-STEP PROCESS



DISCOVERY

We spent time talking with BBBS to understand their goals and objectives, budget and timeline, and determine which of our services would be the most powerful route to achieve the goals laid out for us. Together, we determined that pulse tracking with a customized iteration of Employee Engagement surveys would be the best fit for BBBS.



DEVELOP

OHPI designed a pulse survey and tailored a research plan to fit the needs of BBBS. The initial survey acted as a baseline for us to assess the follow-up surveys on. For this project, we carefully structured our methodology and script to ensure that the true voices of BBBS' volunteers were heard.



FIELD

After working closely with BBBS to finalize the surveys, we deployed the project at a quarterly frequency in order to track changes in the engagement, experiences, and retention of volunteers. OHPI diligently provided regular updates to ensure smooth and accurate fieldwork for all surveys over the two-year period.



ANALYZE

Our expert team of Data Analysts collected and analyzed survey results on a quarterly basis to track changes and identify trends. This survey method allowed us to identify for the client their areas of success and opportunities to adjust communication strategies in order to improve volunteers' experience, engagement, retention of volunteers.



REPORT

OHPI curated quarterly reports and deliverables containing actionable insights and intricate breakdowns visualized in a digestible format. With these reports, we were able to answer BBBS' questions backed by data and identify key improvements to their communication and volunteer program in order to improve volunteer retention and enhance the experience for all parties.

RESULTS

OH Predictive Insights administered two Baseline and five Pulse Employee Engagement Surveys over two years for Big Brothers Big Sisters of Arizona. To help BBBS cut costs, we bundled our tracking surveys for a reduced quarterly survey price. These surveys also acted as a demonstration to BBBS members that their voices matter and leadership values their input to help bolster their practices and culture. We provided the client with actionable recommendations from the finding of these tracking surveys that revealed strategic opportunities to adjust communication styles and inform their events and programming decisions with important feedback from their members. These implementations aided Big Brothers Big Sisters of Arizona in the retention and satisfaction of their members so they can optimize their service to Arizona's community.

[Click here](#) to learn more about our Employee Engagement Surveys, or [schedule a meeting](#) with Chief of Research Mike Noble and Director of Research David Morse to learn how Employee Engagement research can help achieve your goals.