Teacher Workshop Evaluation:

Prepared for: Sydney Story Factory

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Background & Objectives

- The Sydney Story Factory is a not-for-profit **creative writing centre** with a focus on **assisting young people** (generally aged 7 to 17), no matter their background.

  - They provide opportunities to **develop writing and communication skills** with the intent that this in turn will assist young people reach their full potential in life.

- In addition to assisting young people directly, the Sydney Story Factory has **developed a series of workshops designed specifically to assist teachers** in relation to the promotion and enhancement of creative writing in their classrooms.

- Given the importance of the workshops, Sydney Story Factory was interested in undertaking **an independent evaluation of the Teacher Professional Development Program**.

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Research Design

This research project was quantitative in nature, involving two stages of evaluation: an initial evaluation at the completion of the teacher workshops, and a second evaluation once teachers had the opportunity to implement learnings.

Stage 1 of the research process involved the following:

- The post-workshop **questionnaire was designed by** Woolcott Research.

- The hard copy questionnaires were **distributed and collected** by Sydney Story Factory staff.

- Completed questionnaires were returned to Woolcott Research for **data entry and analysis.**

- This **interim read** involved the processing of the first n=181 completed questionnaires.

Research Design

Stage 2 of the research process involved the following:

- Sydney Story Factory provided **email contact details** for workshop participants.

- Woolcott Research invited all potential contacts to **complete an online survey.**

- Due to the vey low response rates, a series of **follow-up phone calls** were made to encourage participation.

- Several teachers opted to complete a **hard copy version** of the follow-up questionnaire.

- The hard copy questionnaires underwent a **data entry process** to be included with the online survey responses.

- **Analysis** was undertaken by Woolcott Research.

- The follow-up read involved **n=28 completed** questionnaires.

Stage 1 Results:
Respondent Profile
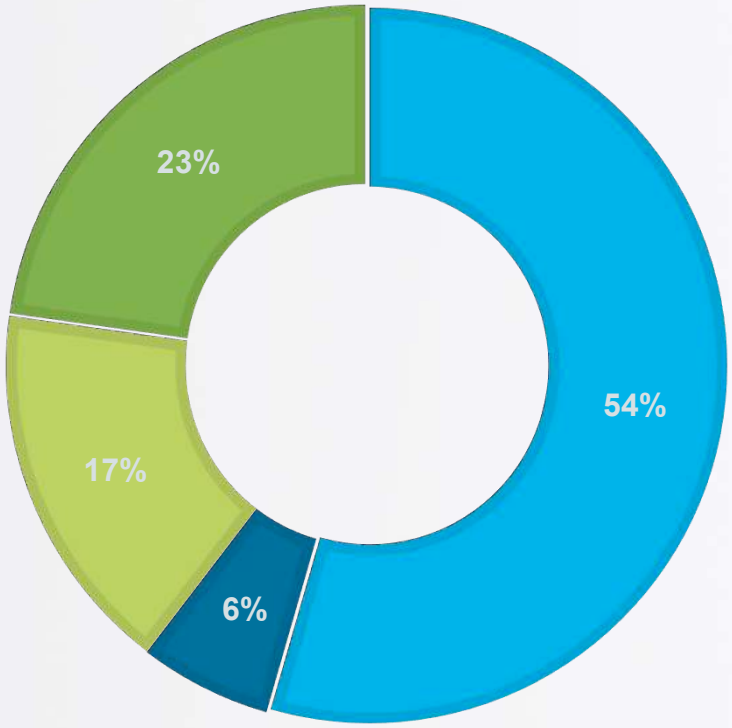
Workshop attended

- 54% — Robot Bird Creative Writing
- 6% — Creativity and Community: Community Writing Projects
- 17% — Now See Hear: Digital Stories
- 23% — Creating Discovery

Q7.   Which workshop did you attend?

BASE: All respondents (n=181)

School type

	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
School Level					
Primary	63	84	50	83	-
Secondary	36	16	50	10	100
Both	1	-	-	7	-
School Type					
Government	79	95	70	83	41
Non-Government	21	5	30	17	59

Q8. Please indicate if you teach at a primary or secondary school
Q9. Do you mostly work in government or non-government schools?

BASE: All respondents (n=181)   * WARNING: small base size

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School characteristics

	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
Lower SES Students					
Yes	71	77	60	70	60
No	29	23	40	30	40
CALD and/or Indigenous Students					
Yes	62	77	80	47	34
No	38	23	20	53	66

Q11.   Does the school you mostly work at have a significant population of students from low socio-economic status backgrounds?
Q12.   Do you work with specific groups of CALD (Culturally and Linguistically Diverse) and/or Indigenous students?

BASE: All respondents (n=181)   * WARNING: small base size

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Location of school

	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
Place of Work					
Sydney	**61**	**59**	**56**	**26**	**92**
Inner City	17	18	22	7	18
Fairfield-Liverpool	15	24	-	-	8
Outer South West	9	1	-	4	33
Blacktown	6	10	-	4	-
Inner West	4	2	11	4	5
Canterbury-Bankstown	3	1	11	4	5
Central Northern	3	2	-	-	8
Lower Northern	2	-	-	4	8
Other	2	2	11	-	8
Other NSW	**38**	**40**	**44**	**74**	**5**
South East & South Coast	22	34	11	7	5
Hunter	11	3	-	56	-
Other	5	2	33	11	-
Interstate	**1**	**1**	**-**	**-**	**3**

Q10.   What is the Postcode of the school you mostly work at?

BASE: All respondents (n=181)   * WARNING: small base size

Stage 1 Results:
Overall Satisfaction

Stage 1 Results:
Satisfaction with Aspects
of the Workshops

SUMMARY: Total satisfaction
(satisfied + very satisfied)

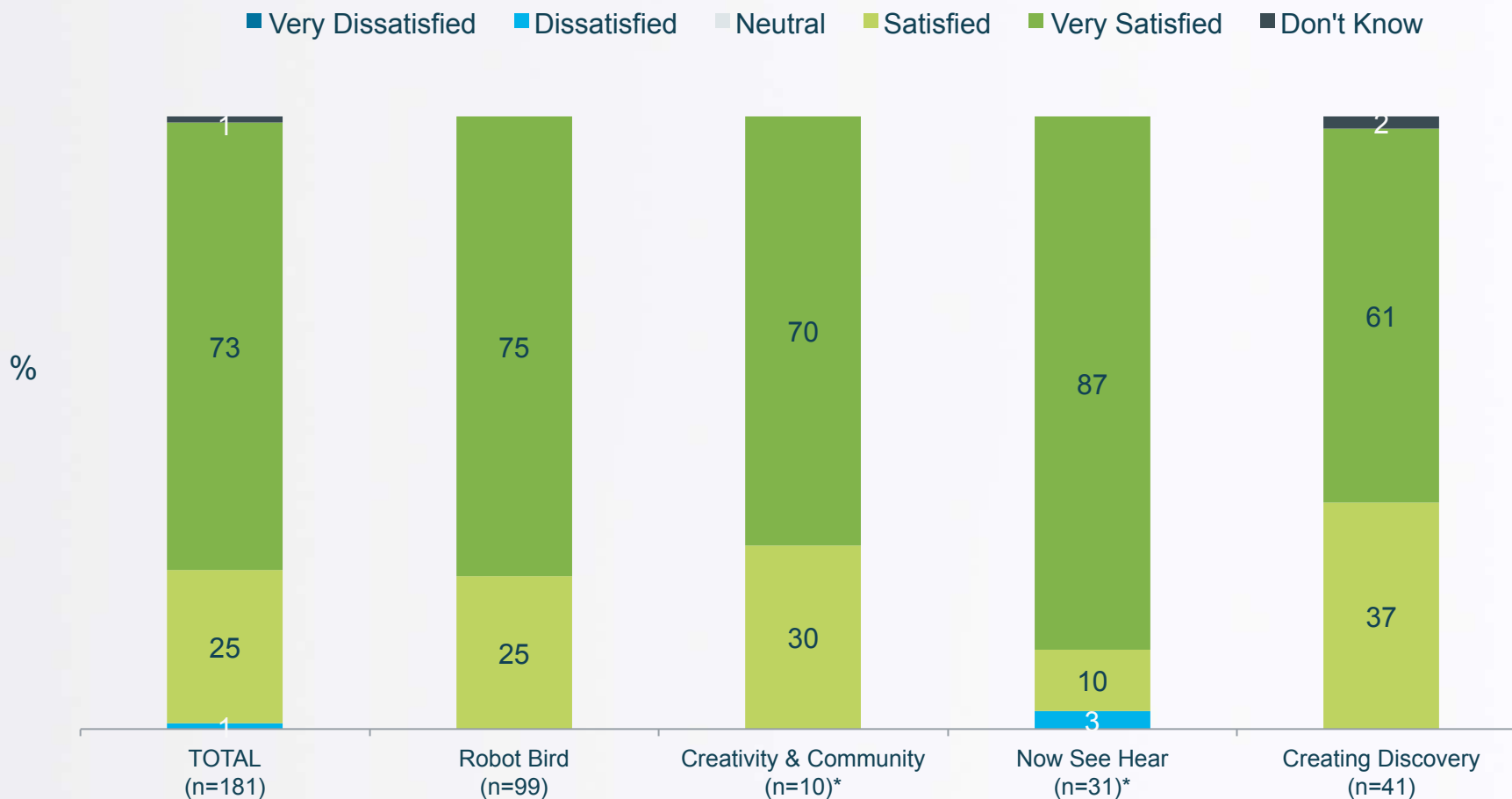| Aspect	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
The content of the workshop	99	100	100	100	98
The level of participation	99	100	100	100	98
The structure of the workshop	98	100	100	97	98

Q2.   Please also indicate how satisfied you are with the following aspects of the workshop you attended.

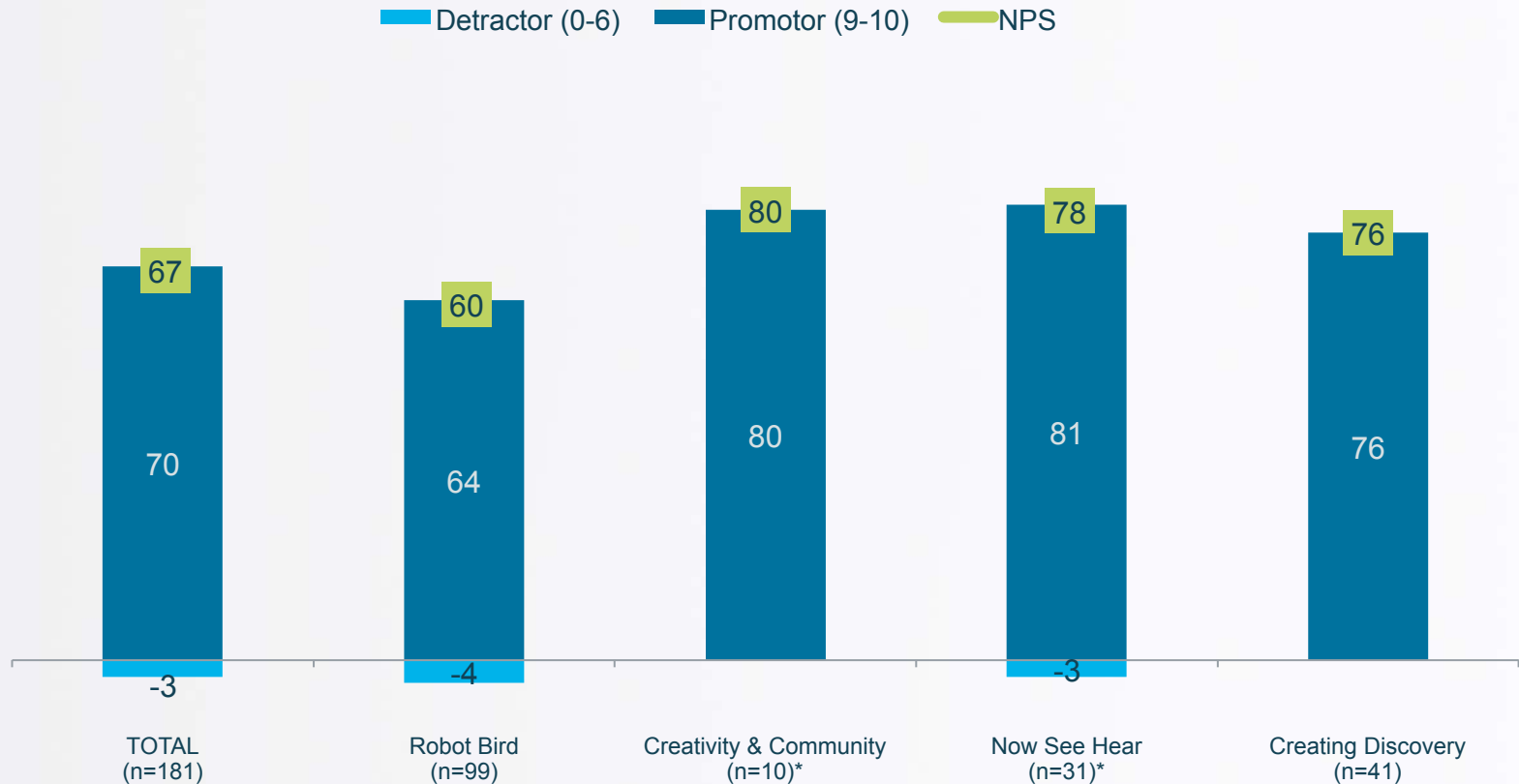BASE: All respondents (n=181)   * WARNING: small base size

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Satisfaction: Workshop content

Satisfaction: Participation level

Legend: ■ Very Dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

%

Category	Satisfied	Very Satisfied	Don't Know
TOTAL (n=181)	22	77	1
Robot Bird (n=99)	22	77	
Creativity & Community (n=10)*	20	80	
Now See Hear (n=31)*	6	94	
Creating Discovery (n=41)	32	66	2

Q2.   Please also indicate how satisfied you are with the following aspects of the workshop you attended.

BASE: All respondents (n=181)   * WARNING: small base size

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Satisfaction: Workshop structure

Legend: ■ Very Dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied ■ Don't Know

%

TOTAL (n=181): 1, 25, 73, 1

Robot Bird (n=99): 25, 75

Creativity & Community (n=10)*: 30, 70

Now See Hear (n=31)*: 3, 10, 87

Creating Discovery (n=41): 37, 61, 2

Q2. Please also indicate how satisfied you are with the following aspects of the workshop you attended.

BASE: All respondents (n=181)

* WARNING: small base size

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Stage 1 Results: Recommendation (NPS)

About the NPS

- A Net Promoter Score (NPS) **can range from -100** (where everyone is a 'detractor') **to +100 (**where everyone is a 'promoter').

- NPS is calculated by taking **the percentage of all 'promoters' and subtracting the percentage of all 'detractors'**.

  o The 'promotors' are those who rate their likelihood of recommending at 9-10 out of 10, while the 'detractors' are considered those who rate their likelihood of recommending at 0-6 out of 10.

- While interpretation of what is considered a good NPS can be said to vary by industry, a score of **50 to 80 is typically considered 'very good' or even 'outstanding'**, a score around **30-40 is universally seen as 'good'**, and anything **above 20 is 'favourable'**.

Net Promotor Score (NPS)

Legend: Detractor (0-6) · Promotor (9-10) · NPS

	TOTAL (n=181)	Robot Bird (n=99)	Creativity & Community (n=10)*	Now See Hear (n=31)*	Creating Discovery (n=41)
NPS	67	60	80	78	76
Promotor (9-10)	70	64	80	81	76
Detractor (0-6)	-3	-4		-3	

Q3.   Please indicate how likely you would be to recommend a Sydney Story Workshop

BASE: All respondents (n=181)   * WARNING: small base size

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Stage 1 Results:

Perceptions of the Workshops

SUMMARY: Total agreement with statements (agree + strongly agree)

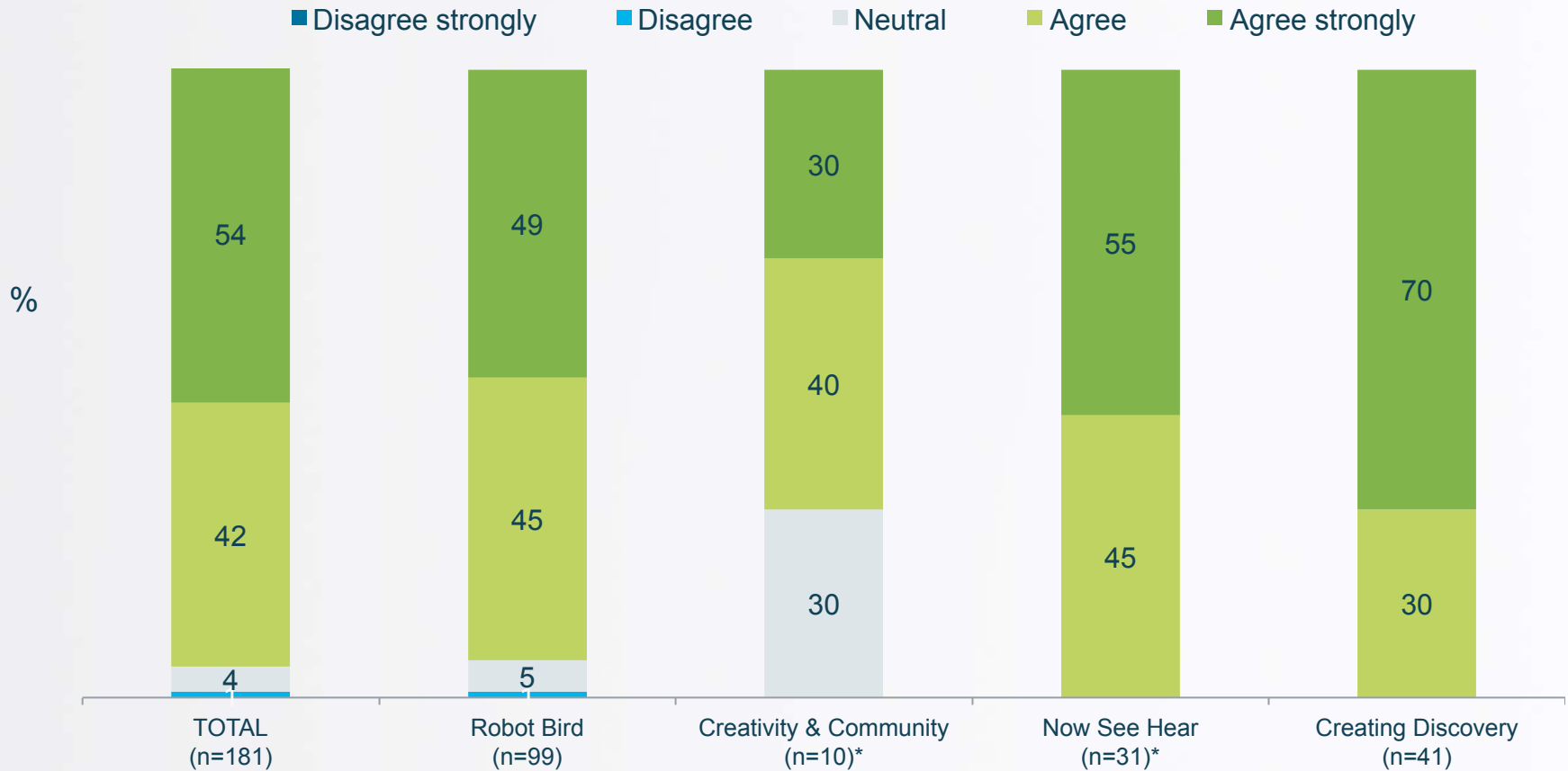| Statement	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
What I have learnt here has direct application in the classroom	100	100	100	100	100
I am keen to apply what I have learnt here to my classroom	99	99	100	100	100
I found the workshop to be interesting and engaging	99	99	90	100	100
I feel more confident in my ability to teach creative writing as a result of the workshop	96	95	70	100	100

Q4.   Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops:

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BASE: All respondents (n=181)   * WARNING: small base size

Agreement: Direct applications

'What I have learnt here has direct application in the classroom'
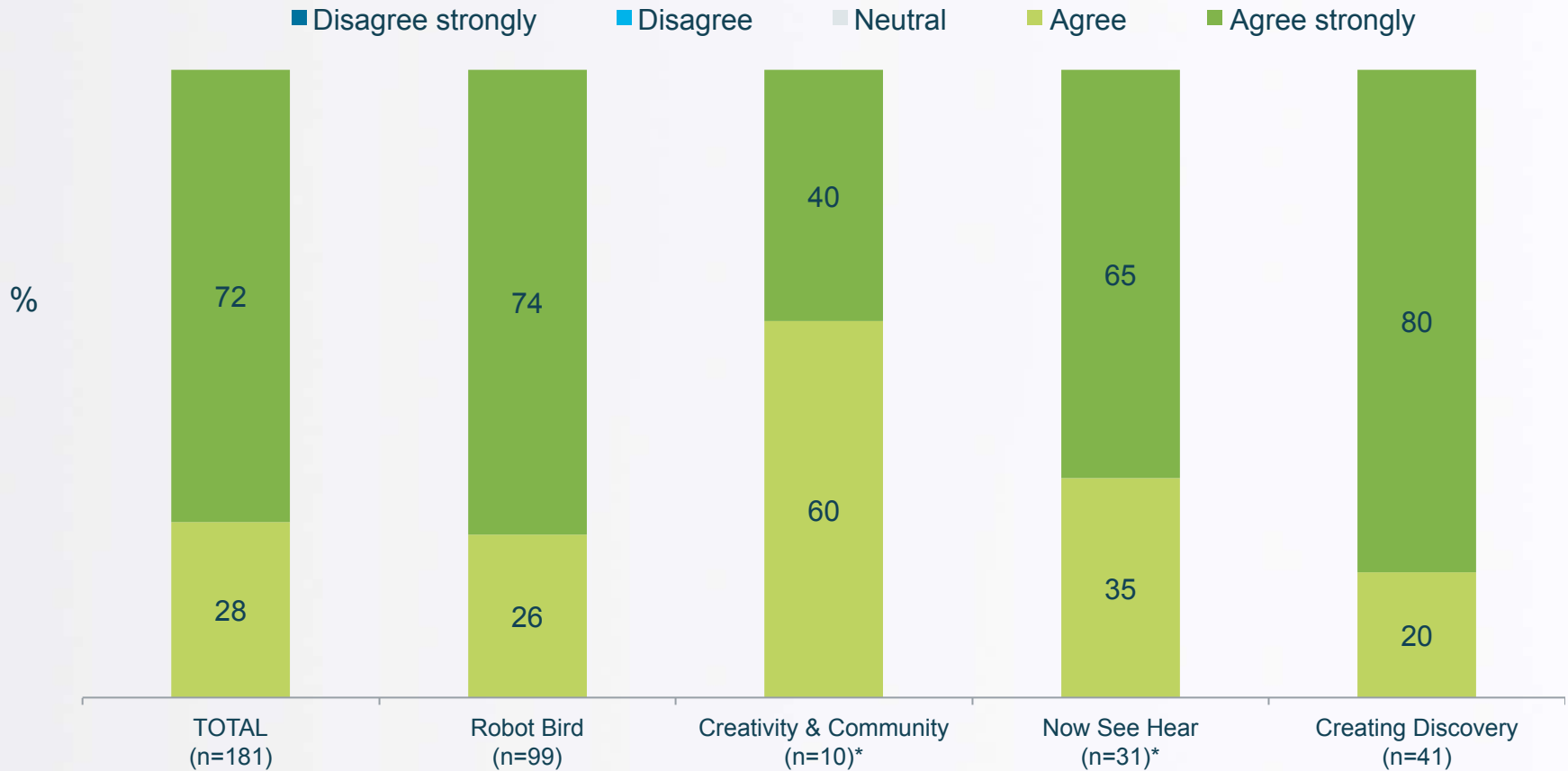
■ Disagree strongly ■ Disagree ■ Neutral ■ Agree ■ Agree strongly

%

	Agree strongly	Agree
TOTAL (n=181)	72	28
Robot Bird (n=99)	74	26
Creativity & Community (n=10)*	40	60
Now See Hear (n=31)*	65	35
Creating Discovery (n=41)	80	20

Q4.   Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops:

BASE: All respondents (n=181)   * WARNING: small base size

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Agreement: Keen to apply learnings

'I am keen to apply what I have learnt here to my classroom'
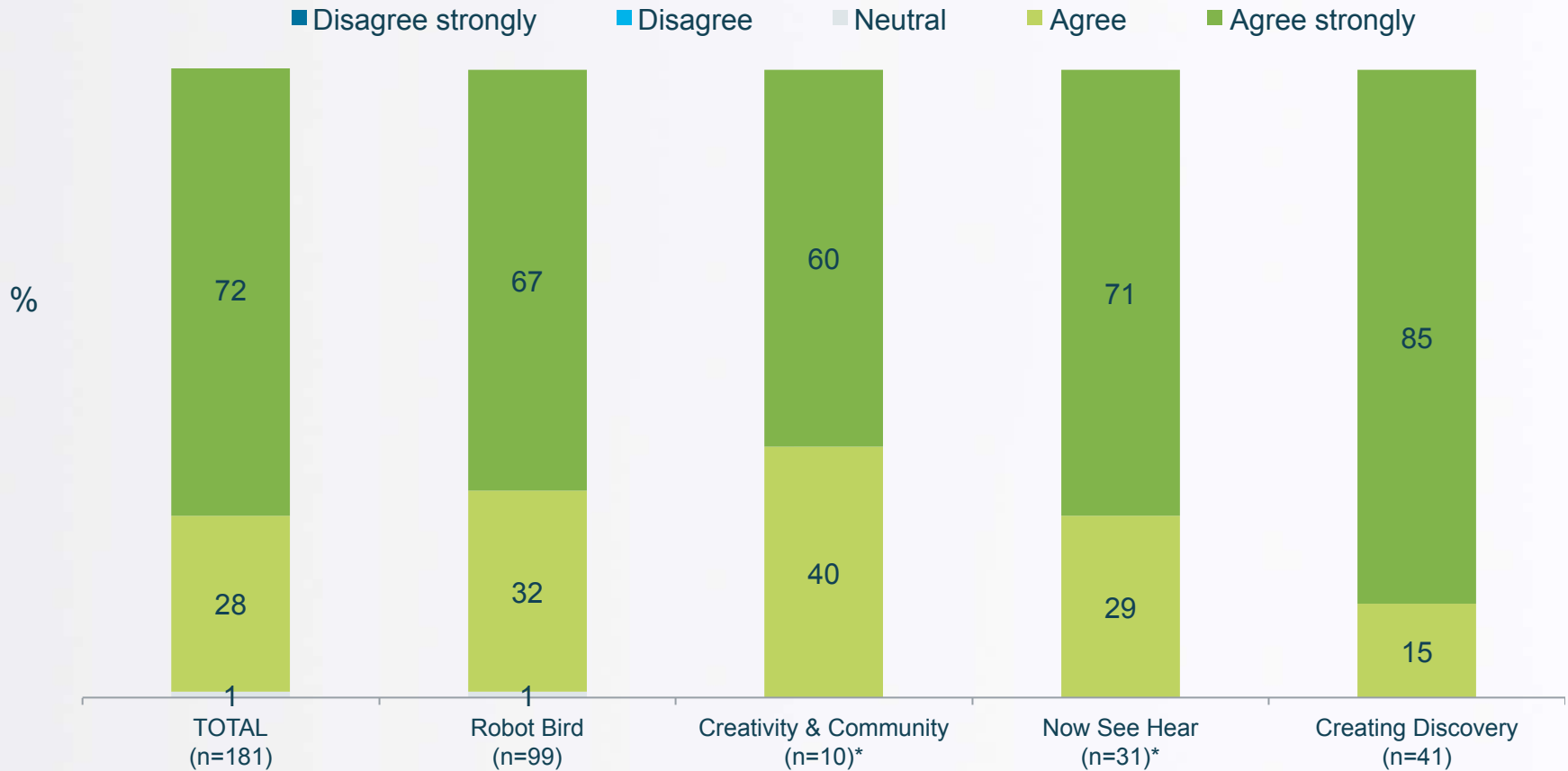
Legend: ■ Disagree strongly ■ Disagree ■ Neutral ■ Agree ■ Agree strongly

	TOTAL (n=181)	Robot Bird (n=99)	Creativity & Community (n=10)*	Now See Hear (n=31)*	Creating Discovery (n=41)
Agree strongly	72	67	60	71	85
Agree	28	32	40	29	15
Disagree strongly	1	1			

%

Q4.   Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops:

BASE: All respondents (n=181)

* WARNING: small base size

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Agreement: Workshops were interesting

‘I found the workshop to be interesting and engaging’
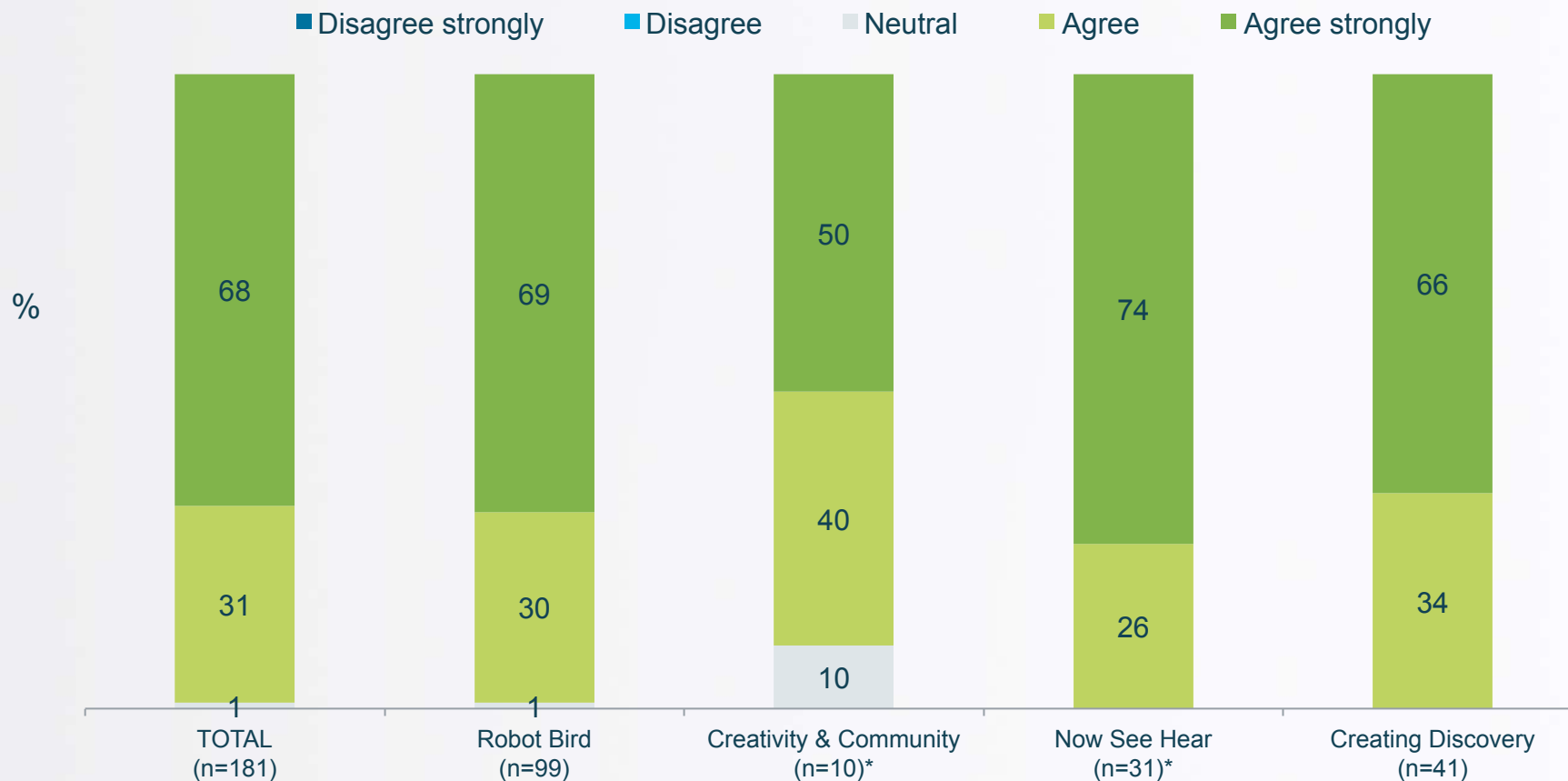
■ Disagree strongly ■ Disagree ■ Neutral ■ Agree ■ Agree strongly

%

	TOTAL (n=181)	Robot Bird (n=99)	Creativity & Community (n=10)*	Now See Hear (n=31)*	Creating Discovery (n=41)
Agree strongly	68	69	50	74	66
Agree	31	30	40	26	34
Neutral			10		
Disagree strongly	1	1			

Q4. Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops:

BASE: All respondents (n=181)   * WARNING: small base size

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Agreement: Confidence in abilities

‘I feel more confident in my ability to teach creative writing as a result of the workshop’

■ Disagree strongly   ■ Disagree   ■ Neutral   ■ Agree   ■ Agree strongly

	TOTAL (n=181)	Robot Bird (n=99)	Creativity & Community (n=10)*	Now See Hear (n=31)*	Creating Discovery (n=41)
Agree strongly	54	49	30	55	70
Agree	42	45	40	45	30
Neutral			30		
Disagree	4	5			

%

Q4.   Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops:

BASE: All respondents (n=181)   * WARNING: small base size

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Stage 1 Results:
Key Positives & Negatives

Most useful aspect of workshops

Workshop aspect	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
Offered practical techniques \ strategies and approaches \ new ideas	43	43	33	31	55
Hands on \ have a go \ involvement	31	31	11	41	26
Wide range of activities \ exercises	12	13	-	3	18
Quality of resources	1	10	11	7	13
Robot Birds (No further detail)	8	15	-	-	-
Discussions with others \ sharing ideas	7	4	33	3	8
All of it	6	7	11	7	3
Richard \ presenter was great	5	2	-	14	5
Opportunity to make own iMovie	4	-	-	24	-
Writing preparations	4	7	-	-	3
The 5 steps	2	-	33	-	-
The second half of the workshop	1	-	-	-	5
Thinking about strengths and needs of students	1	-	11	-	-

Q5.   Which aspects of the workshop did you find the most useful?

BASE: All respondents (n=181)   * WARNING: small base size

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Suggestions for improvement

Suggestion	TOTAL (n=181) %	Robot Bird (n=99) %	Creativity & Community (n=10)* %	Now See Hear (n=31)* %	Creating Discovery (n=41) %
More time	28	20	20	62	28
Nothing	23	31	60	15	9
More practical strategies \ more hands on \ less theory	11	10	20	-	16
It was great	11	14	20	8	6
Sample ideas	6	10	-	-	3
Differentiating content for lower primary K-2	4	6	-	-	3
Soft copies of the documentation	3	4	-	-	3
Fewer strategies \ more time on each	3	2	-	-	6
Example of a flipped classroom	3	-	-	-	9
Time to swap ideas/talk with other teachers	2	-	-	-	6
Completed resources	2	2	-	-	3
Perhaps run the session in term time, not holidays	1	-	-	-	3
Focus on the set up of the workshop	1	-	-	-	3
Structure like a lesson	1	2	-	-	-
Mix up the theory part - participation	1	2	-	-	-

Q6.   What would you change about the workshop to better meet the needs of teachers like you in the future?

BASE: All respondents (n=181)   * WARNING: small base size

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Stage 2 Results:
Respondent Profile

Workshop attended
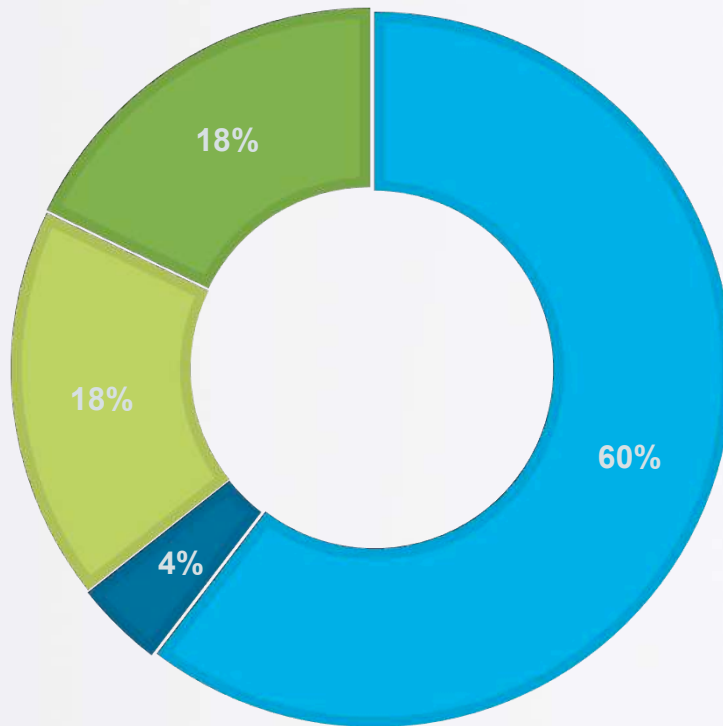
Legend:
- Robot Bird Creative Writing
- Creativity and Community: Community Writing Projects
- Now See Hear: Digital Stories
- Creating Discovery

Chart values: 60%, 4%, 18%, 18%

Q4. Which workshop did you attend?

BASE: All respondents (n=28)

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School type

	TOTAL (n=28) %
School Level	
Primary	64
Secondary	39
School Type	
Government	86
Non-Government	14

	TOTAL (n=28) %
Lower SES Students	
Yes	68
No	32
CALD and/or Indigenous Students	
Yes	79
No	21

Q5.   Please indicate if you teach at a primary or secondary school
Q6.   Do you mostly work in government or non-government schools?
Q8.   Does the school you mostly work at have a significant population of students from low socio-economic status backgrounds?
Q9.   Do you work with specific groups of CALD (Culturally and Linguistically Diverse) and/or Indigenous students?

BASE: All respondents (n=28)

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Stage 2 Results:
Implementation of Workshop Learnings

Agreement with Statements

Legend: ■ Disagree strongly ■ Disagree ■ Neutral ■ Agree ■ Agree strongly

%

I was able to implement some of the learnings from the workshop I attended
- Agree strongly: 50
- Agree: 50

I have been more confident in my ability to teach creative writing
- Agree strongly: 32
- Agree: 64
- Neutral: 4

I have made changes to the way that I teach creative writing to my students as a result of the workshop
- Agree strongly: 25
- Agree: 71
- Neutral: 4

I have noticed improvements in the creative writing of my students
- Agree strongly: 21
- Agree: 61
- Neutral: 18
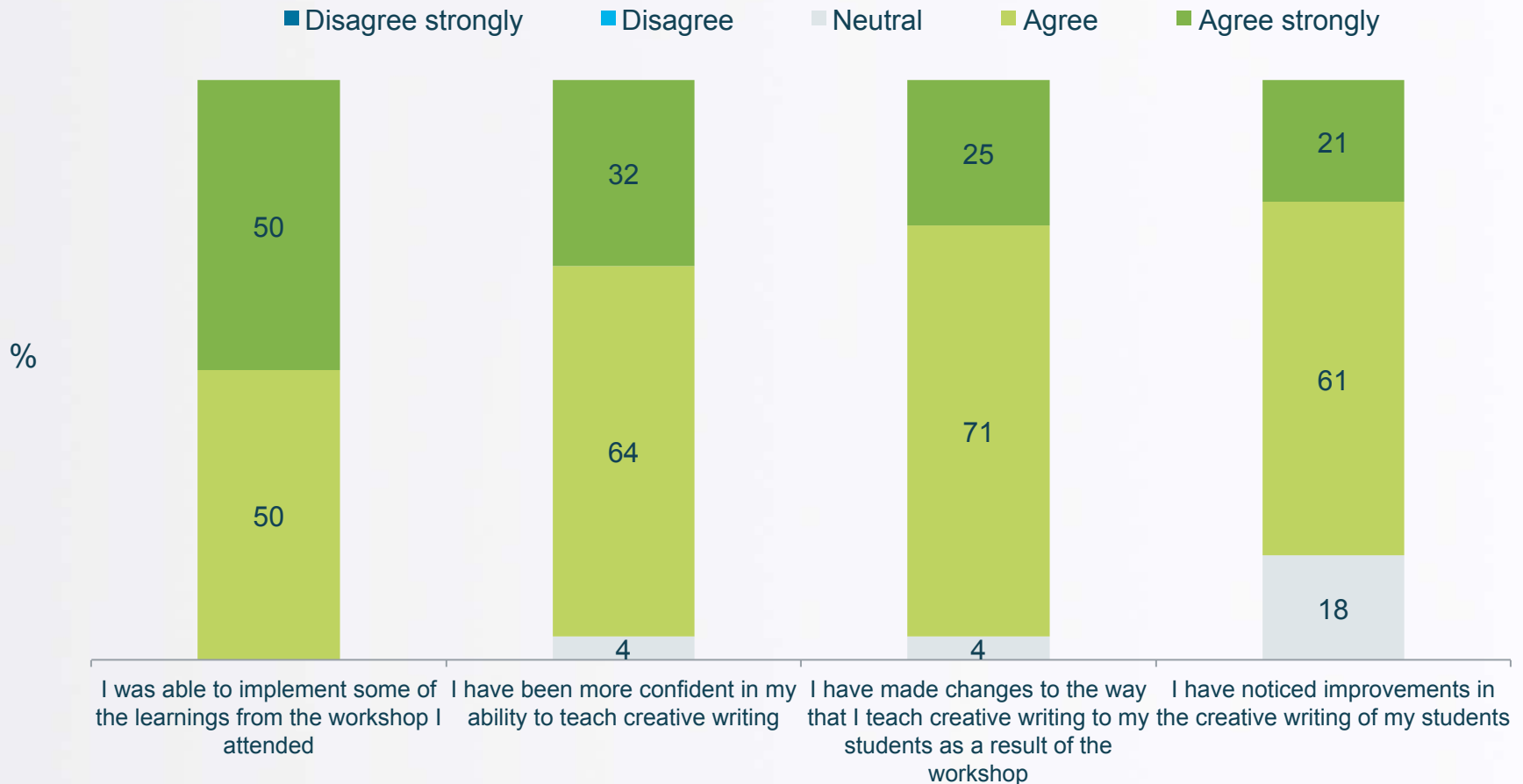
1. Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops after attempting to apply their learnings in the classroom:

BASE: All respondents (n=28)

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Stage 2 Results:
Suggestions for Change

Suggestions to improve workshops

Suggestion	TOTAL (n=28) %
Nothing to suggest	25
It provided lots of strategies to use in the classroom	14
Good that it was so hands on	11
Very engaging workshop	7
Would love more opportunities for things like this	7
Very happy/good workshop	7
Space was limiting for larger groups	4
Good resources to use in the classroom	4
A lot of waste paper after Robot Bird	4
Senior classes did some thoughtful work	4
Would be good to ask questions later on	4
A bit more time to create	4
Digital copies of things	4
Covering other text types e.g. Poetry	4
Not thinking on a linear idea	4
Structure groups for people of different writing abilities	4
How to engage children who find it hard to write?	4
Workshops/ideas for kindergarten would be good	4

3. Now that you have had a chance to use some of what was covered in the workshop, is there anything that should be changed about the workshops to better meet the needs of teachers like you? (e.g. coverage of a different aspect, or more emphasis on something that was covered in the workshop). PLEASE PROVIDE AS MUCH DETAIL AS POSSIBLE.

BASE: All respondents (n=28)

Summary of Findings

Summary of Findings – Stage 1

- The results for the Sydney Story Factory were **extremely positive**. Workshop participants clearly both **enjoyed their experiences** in the workshops, and felt that they had **acquired skills** as a result of their attendance.

- The **practical nature of the workshops** came through as a main positive for respondents.

- While many were unable to suggest how the workshops they attended could be improved (23%), the main suggestions for future improvement was simply to **spend more time on workshop exercises** (28%).

- Overall, the key outtakes include:

  o **100% satisfaction** (either 'satisfied' or 'very satisfied') with the workshops;

  o **An outstanding NPS (of 67)** – suggesting that extremely positive word of mouth recommendations will result;

  o **100% agreement** that the workshop content **had direct application in their classrooms**.

Summary of Findings – Stage 2

- While the **number of teachers** opting to participate in the follow-up study was **disappointing**, even if the results are treated as indicative only, they are very positive.

- All respondents indicated that they had been able to **implement learnings from the workshop** (100%).

- More than 9 in 10 also agreed that:

  o They were **more confident** in their teaching abilities (96%);

  o They had **made changes in the way they teach** creative writing (96%);

- 82% also agreed that they had noticed **improvements in the creative writing of students**.

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Conclusions

- The creative writing workshops are clearly **well regarded** by workshop participants.

- There were extremely positive perceptions of the workshop immediately after they were held.

- The NPS (of 67) is a clear indicator of the **high esteem** that teachers hold for the workshop process and content – which is highly likely to result in positive word of mouth.

- Importantly, while based on relatively few respondents, there are also indications that the workshops have been successful in enabling teachers to **improve their teaching practices**, and thereby **enhance the creative writing skills of their students**.

Appendix: Questionnaires

Stage 1 Questionnaire

Stage 2 Questionnaire

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Teacher Workshop Questionnaire – Follow-up

Client: Sydney Story factory

INTRODUCTION

Thank you for agreeing to provide further feedback to the Sydney Story Factory now that you have had the opportunity to apply the learnings from the workshop you attended in the classroom.

The questions should take you no longer than 5 minutes to answer. Please be assured that your responses will remain anonymous, and will be aggregated with other respondents to reveal overall trends.

QUESTIONNAIRE

1. Please indicate the extent to which you agree or disagree with the following statements that other teachers have made about the Sydney Story Factory workshops after attempting to apply their learnings in the classroom:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I was able to implement some of the learnings from the workshop I attended	1	2	3	4	5
I have noticed improvements in the creative writing of my students	1	2	3	4	5
I have been more confident in my ability to teach creative writing	1	2	3	4	5
I have made changes to the way that I teach creative writing to my students as a result of the workshop	1	2	3	4	5

2. IF CODES 1-3 for 'IMPLEMENTED LEARNINGS', ASK: Why haven't you been able to implement some of what your learnt in the workshop?

_____
_____
_____
_____

3. Now that you have had a chance to use some of what was covered in the workshop, is there anything that should be changed about the workshops to better meet the needs of teachers like you? (e.g. coverage of a different aspect, or more emphasis on something that was covered in the workshop). PLEASE PROVIDE AS MUCH DETAIL AS POSSIBLE.

_____
_____
_____
_____

CLASSIFICATION QUESTIONS

Please answer the following questions about you and the workshop you attended.

4. Which workshop did you attend?

Robot Bird Creative Writing	1
Creativity and Community: Community Writing Projects	2
Now See Hear: Digital Stories	3
Creating Discovery	4

5. Please indicate if you teach at a primary or secondary school?

Primary 1   Secondary 2

6. Do you mostly work in government or non-government schools?

Government 1   Non-Government 2

7. What is postcode of the school you mostly work at?   ___ ___ ___ ___

8. Does the school you mostly work at have a significant population of students from low socio-economic status backgrounds?

Yes 1   No 2

9. Do you work with specific groups of CALD (Culturally and Linguistically Diverse) and/or Indigenous students?

Yes 1   No 2

Thank you for your time.

Please ensure that completed questionnaires are returned to dwalker@woolcott.com.au

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