# Teacher Satisfaction

## A Product Efficacy Report

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# Introduction

## About Us

USATestprep is "by teachers, for teachers," and we have been in business for over 21 years with nearly two million students using our products each year. USATestprep is recognized as a leader in curriculum resources. We offer a multitude of classroom resources, homework activities, and test review products by subject area and grade level. We help students perform in school, and we also prepare them for tests, such as end-of-course, end-of-grade, graduation, career readiness, and college entrance. Whether a teacher is looking for bell-ringers, in-class games, homework activities, instant remediation, or straight-up test-prep, we have the solution. Our programs are tailored to each state's standards, whether home-grown or Common Core.

## Our Commitment

We support, not supplant, teacher instruction. Our products are online, automated, and created with optimal teacher flexibility in mind. Teachers can use pre-made tests and assignments or create their own supplemental resources and formative or summative assessments using our robust tools. We give teachers more time in the classroom to engage with their students and provide one-on-one instructional moments.

## The Importance of Efficacy

Efficacy is the ability to attain desired results. One of the results we seek is teacher satisfaction. Teachers are experts in subject matter disciplines as well as pedagogy, so their satisfaction is an indication we are fulfilling our expectation of developing products that meet instructional goals. From a research standpoint, this also helps ensure content validity.

## What we Studied

We studied teacher satisfaction of our product through two different surveys. The first survey, the Nationwide Education Survey, was conducted between December 2018 and March 2019. Teacher users were invited via email to take a Survey Monkey questionnaire.

The survey investigated whether the teachers believed their students had benefited from using our product. Specifically, teachers were asked if our product increased student engagement, boosted student academic confidence, increased student use of academic language, and improved student academic achievement (Exhibit 1a).

The second survey, the Annual Teacher Survey, was conducted in May 2019. Teacher-users, when they logged into the LMS, were invited to participate in an integrated online questionnaire designed to discover if teachers would recommend us, what features they used the most, and what personal stories they would share (Exhibit 1b).

## Main Findings

The results of the National Education Survey found the following:

- Ninety-six percent (96%) of respondents claimed USATestprep increased their students' engagement.

- Over 95% of respondents reported that USATestprep improved their students' achievement and standards mastery.

- Over 92% of respondents noted that USATestprep increased their students' academic confidence level.

- Eighty-nine percent (89%) of respondents found it easy to individualize learning using USATestprep.

The results of the Annual Teacher Survey found the following:

- Ninety percent (90%) of respondents were very likely or extremely likely to recommend USATestprep

- Ninety-three percent (93%) of the teachers who added comments were positive in what they shared, including pointing out improved student growth, student enjoyment, and successful remediation.

# The Study

## Background

Studies on user satisfaction are able to measure content validity and fairness. Specifically, we hoped to ascertain with our surveys whether, and to what extent, teachers who use our product believe it works. User satisfaction research is part of our larger evaluation plan to assess and understand our efficacy. The more we understand how teachers view and use our product, the better we can ensure we are the best we can be for teachers and students.

We know we can make a difference for teachers. Teachers have varying degrees of experience guiding their students with online resources, and most pre-service educator training does not adequately address online instruction (Kennedy & Archambault, 2012). Our products are not only aligned to the individual state standards teachers are charged with meeting, we provide outstanding training and in-the-trenches customer service.

USATestprep cares deeply about student learning and success. Teachers are the single most important variable to student success (Hiring, 2003), and they matter to us. Research has found that satisfaction is an influencing factor of commitment (Tentama & Pranungsari, 2016), so we strive to make sure our teachers are satisfied with our product.

## Sampling

The sampling method for each of the two user satisfaction surveys was non-probability self-selecting. Such sampling is particularly useful in mixed-method and qualitative research allowing for a deeper level of understanding for a particular group of participants and their intricacies. In both surveys, teachers who were current USATestprep users were invited to voluntarily participate.

## Data Collection

### National Education Survey

The National Education Survey was developed internally and administered via Survey Monkey. Teacher-users of our product were invited via an email to participate in the study.

The number of respondents was 1,511 out of a total number of possible participants (invitees) of 19,584. The margin of error for this survey, with a confidence level of 95%, was 2.42%.  According to Kregcie and Morgan (1970) an acceptable margin of error is up to 5%.
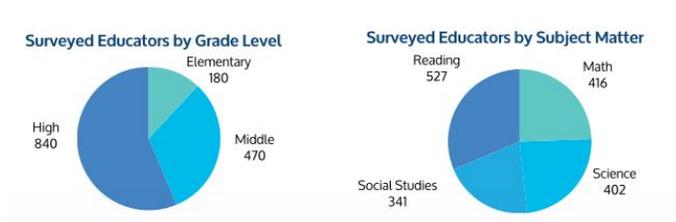


There was a total of six questions. The first five questions were all forced choice yes or no questions. The final question was multiple choice. Questions one through three and five sought teacher perceptions of student behaviors related to improved academic achievement (Allensworth, et al, 2018): 1) Has USATestprep increased your students' engagement? 2) Has USATestprep improved your students' achievement and standards mastery? 3) Has USATestprep increased your students' academic confidence level? 5) Has USATestprep fostered the use of academic language among your students? Questions four and six sought teacher perceptions of their own behaviors: 4) Was it easy to individualize student learning using USATestprep? 6) How often are you using USATestprep's instructional resources (choose one: weekly, bi-weekly, monthly, rarely).

### Annual Teacher Survey

The Annual Teacher Survey was developed internally and administered via the USATestprep learning management system (LMS). Teacher users were invited to participate in the survey when they logged on to their USATestprep account

The number of respondents was 1884 out of a total number of possible participants, users who logged in during the research period, of 14,786. The margin of error for this survey, with a confidence level of 95%, was 2%.

There were six questions in total. The first was a Likert Scale question designed to assess general satisfaction: "On a scale of 1to 10, how likely are you to recommend USATestprep (with 10 being extremely likely?)" The second question was Likert Scale question asking respondents to rate aspects of the content and platform: "Please rate USATestprep in the following areas: Site reliability, Customer service, Value for your money, Daily classroom resources, Matching your state standards, and Preparing your students for tests." The third question was a "check all that apply" question asking teachers to indicate usage: "Place a check by any and all of the USATestprep features that you frequently use: Alignment System, Assessment System, Practice Questions and Feedback, Printable Resources, Progress Reports, Projector Resources, Suggested Practice, Technology-Enhanced Performance Tasks, Two-Part Items, and Video Instruction."

Questions four, five, and six were free-response questions. The fourth question was an open-ended question designed to understand the teacher's experience with USATestprep and how we may have helped students succeed: "Please share any personal or student success stories related to USATestprep."

Questions five and six were not deemed related teacher satisfaction and were not analyzed as part of the efficacy. Question five dealt specifically with the site features rather than educational content: "How can we improve our site (new features, better navigation, etc.)?", and question six informed competitive analysis: "How does USATestprep compare to other standards-aligned resources you use now or have used in the past?:
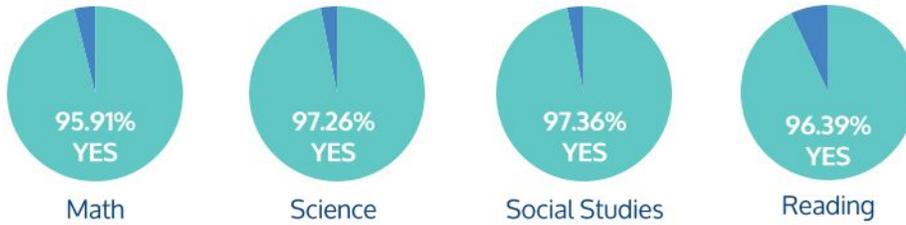
## Data Analysis

The data from the surveys was analyzed quantitatively looking at frequency and qualitatively looking at themes. Both positive and negative attributes were considered.
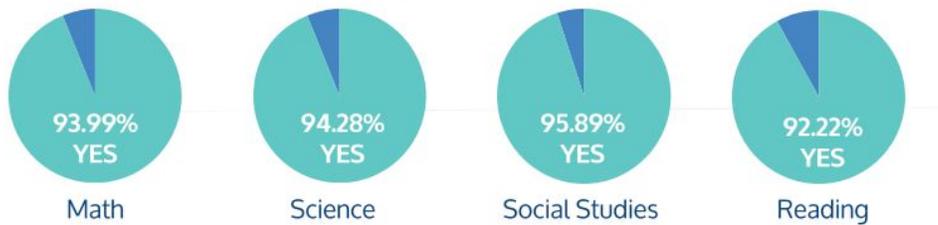
## Results

**Quantitative results from the National Education Survey**

- Over 96% of respondents claimed USATestprep increased their students' engagement.



- Over 95% of respondents reported that USATestprep improved their students' achievement and standards mastery.



- Over 92% of respondents noted that USATestprep increased their students' academic confidence level.
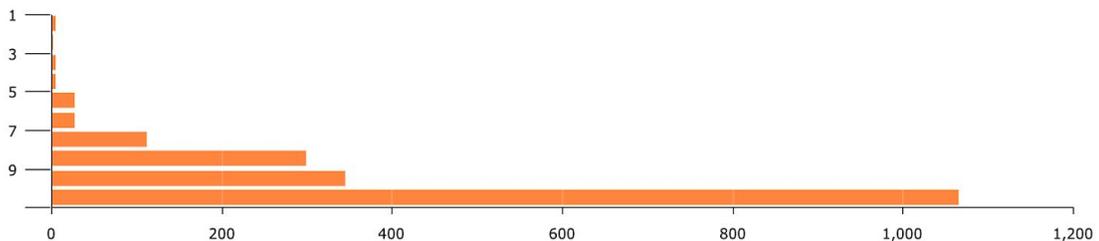
- Eighty-nine percent (89%) of respondents found it easy to individualize learning using USATestprep.



**Quantitative results from the Annual Teacher Survey**

- Ninety percent (90%) of respondents were very likely or extremely likely to recommend USATestprep



**Qualitative results from the Annual Teacher Survey**

The survey included qualitative results from question number four, a free-response question designed to gather stories, whereby the teachers were asked "Please share any personal or student success stories related to USATestprep." Ninety-five percent of the respondents provided comments giving us deeper knowledge as to what they valued about USATestprep. Ninety-three percent (93%) of those teachers shared positive comments about USATestprep and how either they or their students benefited. This included 77% who pointed out specifically how teaching and learning was enhanced as demonstrated through increased student enjoyment and engagement, improved student growth and performance, successful student remediation; and through teacher appreciation of the

ease of product use, its relevance, accessible data and tracking, and the product alignment with state standards.

Exact quotes are illustrative of respondent thoughts. Here are some examples of what teachers shared:

1. Teachers saw the connection between students using our product and their subsequent performance on standardized tests:

   Alabama teacher: *"My students practiced on USA Test Prep before taking the practice ACT. Their scores were higher than projected."*

   Arkansas teacher: *"Our NWEA test grades showed 72% of our students improved."*

   Florida teacher*: "Last year math students went from 24% passing to 61% passing.*

   Georgia teacher*: "The very first test after using USATestprep only twice, jumped nearly 25%"*

   North Carolina teacher*:  "The first year my students began using USA Test Prep, their scores shot up dramatically."*

   South Carolina teacher*: "USA Test Prep was the key to helping my test scores go from 48% to 91%."*

2. Teachers appreciated the alignment between USATestprep and state assessments:

   Alabama teacher: *"I enjoy having material already aligned to the assessments my students will be taking."*

   Georgia teacher*: "USA test prep is the closest prep program to actual statewide testing."*

   North Carolina Teacher: *"My department really appreciates the alignment of your performance tasks with our state standards"*

   Oklahoma teacher*: "The questions are difficult and closely mirror the state tests in Oklahoma."*

   Texas teacher*: "The rigor of the questions given are comparable to what we see on our state test."*

3. Teachers believed their Kids enjoy USATestprep:

   Georgia teacher: *"My students love working on USA Test Prep."*

   Missouri teacher: *"My students really love the games sections."*

Mississippi teacher: *"My students love USA Test Prep because it provides instant feedback concerning weak areas."*

New Jersey teacher*: "My students enjoy the games and the ability to choose the standards they want to work on while playing."*

Pennsylvania teacher*: "I find that my students like the performance tasks."*

South Carolina: *"My students love, love, love the projector games for weekly review."*

Tennessee teacher: "*It is a great feeling to have a resource that students are eager to use."*

4. And some teachers just couldn't contain themselves:

Georgia teacher*: "USATP is super rockin' fabulous!"*

Missouri teacher: *"We love USA Test PREP!  Thank you for making our job like a piece of heaven!"*

South Carolina teacher*: "My students last year used USA Test Prep to review for state testing and the program was phenomenal!"*

**Net Promoter Score**

The Annual Teacher Survey allowed us to calculate a Net Promoter Score (NPS) of 71 (Exhibit 2) . A Net Promoter Score is a measure of customer experience that can also aid in predicting business growth (Reichheld, 2003).

**Limitations**

A limitation to the study was the self-selective nature of participation in each of the surveys which was confined to current users who were invited to opt-in. Teachers who no longer used the product would not have been included in the sample. Additionally, the participants in the Annual Teacher Survey were active users who were invited to participate in the study after they logged into the platform as part of their regular use of the product. This means that teachers who were not regular users could have been missed.  An additional limitation was the Annual Teacher Survey did not promise anonymity which could have prevented some teachers from participating.

# Conclusion

Results of the two surveys indicates that our users are very satisfied. Over 90% of respondents were likely or extremely likely to recommend USATestprep; 93% of the respondents who provided comments had specific positive points to make about how USATestpre contributes to student learning; 96% of respondents claimed USATestprep increased their students' engagement; over 95% reported that USATestprep improved their students' achievement and standards mastery; and over 92% noted that USATestprep increased their students' academic confidence level.

Clearly, USATestprep meets the needs of teachers and students. According to our study, teachers were able to identify several ways in which USATestprep improved student mindsets, such as increasing engagement and academic confidence. This is particularly exciting because research tells us that "students with more positively oriented mindsets engage in better academic behaviors" (Allensworth, et al, 2018).

In addition to supporting teachers in their goals of increasing engagement, confidence, and mastery, we have evidence that teachers have what they need to continue to be satisfied with USATestprep. A corresponding literature review found that teachers are most satisfied when they have flexibility in what, when, and how they teach (Bolliger & Wasilik, 2009; Hawkins et al., 2012; Murphy & Rodríguez-Manzanares, 2008; Velasquez, Graham, & Osguthorpe, 2013). We exist to support teachers in their quest to ensure student learning, and we work hard to provide the flexibility teachers need and want.

We are proud that teachers continue to find USATestprep relevant, responsive, flexible, and easy to use. Through our surveys, we learned that teachers appreciate the ease of use of our product, their ability to track student growth, and how it can be used to help remediate students. Teachers particularly value the variety of resources we offer, the alignment between our product and state standards and assessments, the ease of differentiating their instruction, and the growth and improvement their students experience as a result of using USATestprep.

# Recommendations

## Future Surveys

This efficacy study, analyzing two USATestprep surveys, provided us with valuable information indicating we make a difference for teachers and how we make a difference and improve both teaching and learning. These surveys also gave us the opportunity to reflect upon how we can continue to grow and improve and inform us in two areas in particular: how we can improve future surveying and how we can improve our product.

In regards to improving future surveys, it is recommended that all subscribers should be invited via email to participate in the study, whether they are current users or not.

It is recommended that an additional question be included to one of the surveys to ascertain whether teachers find that student performance on USATestprep products corresponds with other measures of performance they administer or to district or state exams the students subsequently take.

Lastly, to avoid survey fatigue yet ensure regular and consistent data, it is recommended that two surveys are given annually, but they are administered approximately six months apart, that the two annual surveys ask different questions from each other, but that they ask the same questions year-to-year to allow for meaningful comparisons.

## Product improvement

Recommendations to the product, as a result of the study findings, were built from both positive and critical comments provided by the teachers. They included the following:

1. Improve videos
2. Ensure USATestprep questions are aligned to the most recent standards updates for every state
3. Write questions to mirror exactly what students will face in a particular assessment
4. Create more targeted passages
5. Create more performance tasks
6. Continue with the current trainings and customer support

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# Appendix

## Exhibit 1a, The Survey

1. Has USATestprep increased your students' engagement?

2. Has USATestprep improved your students' achievement and standards mastery?

3. Has USATestprep increased your students' academic confidence level?

4. Was it easy to individualize student learning using USATestprep?

5. Has USATestprep fostered the use of academic language among your students?

6. How often are you using USATestprep's instructional resources (choose one: weekly, bi-weekly, monthly, rarely)?

## Exhibit 1b, The Survey

### 2019 Spring Survey

Felicia,

We are looking for feedback from the experts (that would be you!) about ways to improve the USATestprep website. The survey takes approximately three minutes to complete and helps us with future developments. In completing this survey, you agree to allow USATestprep to use your comments in our testimonials section. Based on your feedback from the 17-18 survey, we added these new features:

- Lexile Levels
- Two-Part Items
- Item Analysis Export
- Enhanced Suggested Practice
- Clever and OneRoster Integration
- New Games (Sportapalooza and Alpine Climber)

**BONUS: Completing the survey earns you a chance to win one of three $50 Visa gift cards.**

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**Start Survey**

1. On a scale of 1 to 10, how likely are you to recommend USATestprep (with 10 being extremely likely)?

| 1 2 3 4 5 6 7 8 9 10 |
|---|
| Not at All Likely ○ ○ ○ ○ ○ ○ ○ ○ ○ ○  Extremely Likely |

2. Please rate USATestprep in the following areas:

| | (Poor) N/A 1 2 3 4 5 6 7 8 9 10 (Excellent) |
|---|---|
| Site reliability | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |
| Customer service | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |
| Value for your money | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |
| Daily classroom resources | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |
| Matching your state standards | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |
| Preparing your students for tests | ⦿ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ |

3. Place a check by any and all of the USATestprep features that you frequently use:

- ☐ Assignment System
- ☐ Assessment System
- ☐ Practice Questions and Feedback
- ☐ Printable Resources
- ☐ Progress Reports
- ☐ Projector Resources
- ☐ Suggested Practice (Assign Weaknesses)
- ☐ Technology-Enhanced Performance Tasks
- ☐ Two-Part Items
- ☐ Video Instruction

4. Please share any personal or student success stories related to USATestprep.

5. How can we improve our site (new features, better navigation, etc.)?

6. How does USATestprep compare to other standards-aligned resources you use now or have used in the past?

**Save Survey**

## Exhibit 2, Net Promoter Score (NPS)

| Ratings | Count | Percentage |
|---|---|---|
| 1 | 4 | 0.21% |
| 2 | 1 | 0.05% |
| 3 | 4 | 0.21% |
| 4 | 4 | 0.21% |
| 5 | 26 | 1.38% |
| 6 | 26 | 1.38% |
| 7 | 111 | 5.89% |
| 8 | 299 | 15.87% |
| 9 | 344 | 18.26% |
| 10 | 1065 | 56.53% |
| | | |
| Promoters (9-10) | 1409 | 74.8% |
| Neutrals (7-8) | 410 | 21.8% |
| Detractors (1-6) | 65 | 3.5% |
| Total | 1884 | |
| | | |
| **NPS Score** | **71** | |