

## Teaching Notes for Introduction Module: Worcester Case

### Class Use Objectives

As a case addressing reporting citizen survey results, it informs students on the how to get the most out of a citizen survey and how to get it right. Instructors may use this case to familiarize students with how to make sense of citizen survey results, how to report them to citizens and media, how to help citizens understand and use such information, and how to use them to improve local government performance. This case also provides the opportunity to discuss the potential misuses and misinterpretations of citizen survey results.

### Discussion Questions

What areas should local offices pay attention when reporting citizen survey results to the citizens? In Worcester's case, is the report organized in a manner that citizens can easily grasp it? Is it interesting and accurate? Are the statistical tools it uses effective and correct? Do you have better alternatives?

Do the statistics support the conclusion the report draws? Do the conclusions make sense to you? What could you have done differently?

In reporting citizen survey results, in what areas could people manipulate the results in the favor of certain interests? How is local politics to do with reporting the results? Is it really a rational and scientific process?

From your experiences, would local officials really care about the results of citizen surveys? Do they really use the results to monitor their own performance and make efforts to improve? If not, why?

Why is it important to communicate effectively to citizens about survey results? Would citizens really care about it?

What are the differences between reporting citizen survey results to elected officials, the media, and the citizens/

### Possible Activities

Provide recommendations to Worcester on how it can improve its reporting practice. What could have been done differently?

Look online, or via other sources, to find out more such reports. Compare them with Worcester's reports, and discuss their weaknesses and strengths.

Ask students to design a citizen survey, applied to local settings, analyze the results, and then make a report to citizens. Present to the instructor and the class as if they were citizens.