

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

<p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **CIJ** (Palma de Mallorca)

European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Evaluation of Quality by Users (Balearic Islands)

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

Surveys, complaints and suggestions system that measures the users' perception of the quality of the service offered by the CIJ. The analysis of the results allows us to improve and introduce corrective measures in our different programmes. The fundamental aim of the project is to improve the attention paid to our young users by taking account of their opinions and to improve and enlarge the range of services and the qualifications of the staff.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative :**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

4. **Name and Address of Organisation Responsible for This Initiative:**

Name: Centro de Información Joven del Ayuntamiento de Palma
Address: c/ Ferreria 11-13 BJ, E-07002 Palma de Mallorca, Balears

5. **Name and E-mail Address of Person to Contact** (for information about this initiative):

Name: Yolanda Cuadrado Fernandez
E-mail Address: cij@a-palma.es

6. **Who Participated in This Initiative ?**

Members of the CIJ.

7. What Was the Scope of This Initiative?

(please click on / activate the box which corresponds to your answer)

Local

Regional

National

European

8. When Was This Initiative Undertaken *(please state the date when the activity was started, when it finished, or if it is still continuing):*

From 2001, and it is still continuing.

9. What Were the Results Obtained by This Initiative?

A continuous improvement in quality perceived by the users: an average of between 8 and 9 points out of 10 in almost all the programmes.

10. Report – Publication – Other Product *(if there is a report, publication or other “product” relating to this initiative, please state where it can be obtained or consulted, and in which language):*

The following material is available concerning this initiative:

(please click on / activate the box which corresponds to your answer)

Report Publication Other Product (specify) PDF Presentation

Publication Title: CIJ Quality Evaluation

Language(s): Castellano

Can be consulted at: http://www.palmademallorca.es/cij/serveis_cat/presentaciobp.pdf

Can be obtained from: CIJ de Palma de Mallorca (see address under 4) above)

11. Additional Information:

A) The development of the project:

We organized 2 focus groups, one composed of young users and the other of organizations. We wanted to know their opinion about our service. Using the Servqual scale we measured reliability, responsiveness, assurance, empathy and other tangible elements. After analysing the focus group information, we elaborated questionnaires and made a test survey with a group of users. After taking corrective actions, we made surveys periodically during the year using the questionnaires. We complemented that with a complaints and suggestions system.

The user sample is selected at random. Its size is different in each programme.

The young people that use our service are between 14 and 30 years old; most of them are looking for work, and they include students and immigrants. During 2004, we received 60,799 visits.

Strengths of our project:

1. Continuous improvement of the service that we offer.
2. All the team works in the same direction, with clear objectives.
3. Satisfaction of users of the service, that also gives satisfaction to the staff members.

Weaknesses of our project:

1. Shortage of staff.
2. Shortage of similar experiences with which to compare our services.
3. A personal effort is necessary to introduce the system.

For the future, we are introducing new changes in the evaluation system to measure the satisfaction and expectations of our users.

This description form has been completed by:

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Name of Organisation: CIJ de Palma de Mallorca