Assessing Student Learning with Surveys

mike knox
Director of New Student & Leadership Programs
This presentation aims to:

• Share my experience in developing assessment surveys for orientation.

• Explore good (and bad) practices in survey development.

• Offer tips on how to develop and implement a useful survey for your programs.
Program to be Assessed

Summer Orientation
- Student Parent Orientation Program
- Transfer Student Parent Orientation Program
- Transfer Success
- International Student Orientation
  - Student Staff/Coordinators (N=145)
  - Student Participants (N=5881)
  - Parent/Guardian Participants (N=2571)
SPOP Student Participants

• 2-day-1-night comprehensive orientation to life at UCI
• Approximately 4600 students
• 9 programs (500-550 students per program)
How can SPOP be better?

• How to gather data from a very large population?

• How to gather data quickly, but not during the program?

• How to gather data with no budget?
How about a survey!?!?

• Easy to administer to a large population.

• Electronic surveys could be sent immediately following a program.

• With the use of EEE, it’s free.
2007 Satisfaction Survey

Please rank your level of satisfaction with...

- Academic Advising
- Orientation in 4 Acts
- Meals
- Orientation Facilities
2007 Lessons Learned

• Response rate was low (approx. 25%)

• The survey was too long (32 questions)

• Students needed reminders

• Students needed incentive
And most importantly...

We were not measuring learning!
How can SPOP be better?

Should have been

What should students learn at SPOP and are they learning it?
CAS Professional Standards for Higher Education - Orientation

**Practical Competence**
- Pursuing goals
- Maintaining health and wellness

**Interpersonal Development**
- Meaningful relationships
- Effective leadership

**Humanitarianism and Civic Engagement**
- Social responsibility
- Appreciation of cultural and human difference
Defining Learning Domains

• Assist new students in defining personal and educational goals

• Provide knowledge of campus resources and how to access services

• Foster a sense of UCI pride and connection to the campus community

• Build commitment to personal responsibility

• Develop awareness and understanding of UCI’s values
Provide New Students and their Families with Knowledge of Campus Resources and How to Access Services

• Educate participants about opportunities for curricular and co-curricular involvement and support
• Provide participants knowledge of health and counseling services available on campus and how to access those resources
• Introduce participants to campus resources for a variety of student needs (campus safety, transportation & parking, accommodations for disabilities, etc)
2008 Learning Outcomes Survey

- Anonymous online survey of all SPOP participants.
- Participating students were entered into a drawing for a $150.00 gift card for the UCI Book Store (Now the Hill)
- Mostly Likert scale (Strongly Disagree, Disagree, Agree, Strongly Agree) multiple choice questions
- Some short response
Sample Questions

Provide Knowledge of Campus Resources and How to Access Services

9. Please rate the extent to which you agree with the following statement for the resource areas listed below:

If, during my time at UCI, I am ever in need of a campus resource for this reason, I know where to go.

<table>
<thead>
<tr>
<th>Resource Area</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical health and wellness</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Mental health and wellness</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Campus safety</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Academic support</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Getting involved with campus life</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Parking and transportation</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Social support</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Accommodations for disabilities</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Community service</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Cultural programs and organizations</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Athletics</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Sexual assault or abuse</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Student government</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Sample Questions

**Assist New Students in Defining Personal and Educational Goals**

I plan to get involved outside of the classroom during my time at UCI.
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

I plan to use the Campus Organizations (campusorgs.uci.edu) search to find student organizations I might be interested in joining.
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

I plan to use the Leadership Train (studentlife.uci.edu/train) to find leadership and involvement opportunities that are tailored to my interests.
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
Sample Questions

Foster a Sense of UCI Pride and Connection to the Campus Community

13. Please rate the extent to which you agree with the following statements:
   I made meaningful connections and friendships during SPOP.
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

I feel that my perspectives and opinions are valuable at UCI.
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

I felt comfortable being myself at SPOP.
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

I feel more confident that I will be happy and successful at UCI than I did before SPOP.
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

I am proud to be an anteater and excited to be going to UCI!
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree
Sample Questions

30. What about SPOP do you think can be improved? Is there anything you felt was missing from the program?

31. What about SPOP worked well? What were the most satisfying parts of the program for you?

32. If you would like to leave a message for the SPOP staff, you may do so here. We will pass it on to them. Remember, this is anonymous.
Things to Consider: Response Rate

• Ask only what you need

• Other data sources

• Incentivize if possible

• Communicate with participants
Things to Consider: Survey Items

Answer options should be mutually exclusive and cover all possible responses

BAD

<table>
<thead>
<tr>
<th>How much time did you spend reviewing Anteater Zot Start?</th>
</tr>
</thead>
<tbody>
<tr>
<td>o 0 minutes</td>
</tr>
<tr>
<td>o 10 – 20 minutes</td>
</tr>
<tr>
<td>o 20 – 30 minutes</td>
</tr>
</tbody>
</table>

Better

<table>
<thead>
<tr>
<th>How much time did you spend reviewing Anteater Zot Start?</th>
</tr>
</thead>
<tbody>
<tr>
<td>o 0 minutes</td>
</tr>
<tr>
<td>o Greater than 0 but less than 10 minutes</td>
</tr>
<tr>
<td>o At least 10 but less than 20 minutes</td>
</tr>
<tr>
<td>o At least 20 but less than 30 minutes</td>
</tr>
<tr>
<td>o 30 minutes or more</td>
</tr>
</tbody>
</table>
Things to Consider: Survey Items

Questions should be clear and concise

**BAD**

SPOP helped me to begin clarifying my personal and academic goals.
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

**Better**

SPOP helped me to clarify my academic goals
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
Things to Consider: Survey Items

Know your audience

BAD

Please rate the effectiveness of the facilitator’s pedagogical approach
- Not so effective
- It was super effective!
- What does pedagogical mean?

Better

Please rate the presentation skills of the facilitator
- So good
- Pretty good, I guess
- Meh
- So bad. Like really, really bad. Seriously.
Things to Consider: Validity

Are you asking what you think you’re asking?

Get some feedback

- Review existing survey instruments
- Get feedback from colleagues
- Get feedback from students
- Run a pilot if possible
- Consider if your results make sense
Things to Consider: Using the Data

I plan to get involved outside of the classroom during my time at UCI

2007: 72% agree or strongly agree

Created a new “Get Involved” session for all SPOP Students

2008: 97% agree or strongly agree
Interpreting Data

Alexander Astin’s IEO Model

Interpreting Data

2013 Added a pre-test

• Distributed 1 week before each program
• Comparable questions for easy comparison

I am confident I will be able to make meaningful connections and friendships at orientation.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

I made meaningful connections and friendships during SPOP.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
Plans for the future...

• Implement a Spring quarter follow up to measure retention and capture data on behavior
  – Determine what resources were actually needed and used throughout the academic year

• Revamp surveys to focus more explicitly on learning
  – Please select the “3 Ds” of Sexual Assault Prevention
Conclusion

• Surveys can be a great tool in our assessment toolbox
  – Easily quantifiable data
  – Fast and affordable
  – Excellent tool available on campus (eee)
  – Excellent resources (like each other) to help

• Our own assessment in NSLP is far from perfect and far from complete

• Doing something is more important than doing something perfectly
Thank You!

Questions?