

> *Building an Effective and Efficient Culture of Assessment*

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> Nicolet Area Technical College

Nicolet is a small, rural institution in northern Wisconsin and a member of the Wisconsin Technical College System (WTCS).

> Nicolet Area Technical College

- The College offers one- and two-year career diplomas and degrees, liberal arts university transfer studies, and a comprehensive continuing education program.
- Nicolet currently serves more than 1,600 students each semester with offerings in vocational-technical and liberal arts and approximately 10,000 in community education, trade extension, and apprenticeship programs.

> Surveys

- **Student Course Feedback Surveys**
 - *Summer (90-100)*
 - *Fall (350-400)*
 - *Spring (350-400)*
- **Mid-Term Probationary Faculty Surveys**
 - *Spring (varies depending on number of new faculty)*
 - *Fall (varies depending on number of new faculty)*
- **Apprenticeship Survey**
 - *Spring and/or Fall (1-2 programs per year)*
- **Academic Success Survey**
 - *Spring*
- **Library Services Survey**
 - *Spring*

> WTCS Surveys

- Graduate Follow-Up Survey
 - *Conducted Oct – Feb every year*
- Apprenticeship Completer Survey
 - *Conducted July – Oct every year*
- Longitudinal Follow-Up Survey
 - *Conducted May – Nov every four years*
- Employer Survey
 - *Conducted Jan – May every four years*

These surveys are **required** by the Wisconsin Technical College System Board and data collected is used in setting up baseline and target goals for each college.

> Other Surveys

- College Services Survey
 - *Spring*
 - *Initially done at request of Vice President of College Services for students and staff*
 - *As of 2009 required by WTCS – students only – used in scorecards for quality review process at State level*
- Center for Business and Community Education
 - *Statewide Customized Training Coordinators Survey*
- Community Relations Office
 - *Web use and responsibility – Nicolet staff*
- Department or Program Dean/Faculty
 - *Certification requirements*

> Paper Version Process for Student Course Feedback Surveys

- List of semester classes from IT
- Sort list in end-date order
- Print three-page, back-to-back paper copy of survey for each student in each class
- Survey packet for each course included
 - Surveys
 - Directions for instructor
 - Labeled confidential return envelope
- Email reminder for instructors near survey deadline
- Mail paper surveys to students in alternate delivery courses (web, individually arranged, video, business technology skills lab)
 - *letter to each student, survey, mailing envelope and business return envelope, plus postage for both envelopes*



Returned Surveys

Now the real work begins! Hours and hours of work!!!

> Paper Version Process

– *The Rest of the Story*

- Scan surveys as they are returned with Remark (update template each semester)
- Save scanned data in SPSS
- Clean data, removing error fields where no competencies exist on survey forms
- Export data to Excel and add course information (title, course number, instructor, delivery, days, times, etc.)
- Transcribe responses to open-ended questions
- Prepare reports and distribute a copy to instructor, dean, and Vice-President of Instruction

> PAPER!!!!!!!!!!!!!!!!!!!!!!

Paper Surveys for Student Course Feedback

	Fall	Spring	Summer
<u>Survey Forms</u>			
Avg of 20 students per course x 2 pages per survey	40	40	40
Number of courses in semester	400	400	100
<i>TOTAL pages for survey forms per semester</i>	16,000	16,000	4,000
TOTAL Pages Per Year	36,000		
<u>Survey Reports</u>			
Avg of 4 pages plus 1 cover sheet for each report	5	5	5
Number of courses in semester	400	400	100
<i>TOTAL pages for survey reports per semester</i>	2,000	2,000	500
Number of recipients per report	3	3	3
<i>TOTAL pages for survey reports ALL recipients per semester</i>	6,000	6,000	1,500
TOTAL Pages Per Year	13,500		
TOTAL PAGES PER YEAR - Student Course Feedback Surveys			
	49,500		

> Considering a move from paper to electronic surveying

- IT Support
- Software
- Administrative support
- Interest – faculty and deans

> **It's a nice idea, but.....**

we've never done it that way.

> Pilot Study

- Manageable number
- Emerging interest and support

What We Learned

- Students were very enthusiastic about the process
- Faculty were concerned about:
 - *Security*
 - *Access*
 - *Length*
 - *Confidentiality/Anonymity*
- Students keyed in greater amounts of text to open-ended questions

> Faculty Concerns

- Security
 - IT verified and communicated security with software
- Access
 - Mobile laptop carts in each building
 - Computer labs in some buildings
 - Wireless access for students with their own laptops
- Length
 - Survey on line was same length but took less time to click on responses and key in answers to open-ended questions
- Confidentiality
 - No identification required when taking survey

> Ongoing Issues

- Survey design
- Turn-around to faculty, deans, and Vice-President of Instruction
- Computer access in buildings

> Software

- Recommendations
- Affordable
- Flexible
- Return on investment
- Ease of installation
- User friendly
- Training

> Move to mrInterview and Desktop Reporter

- Reported to Administration labor intensive work to create surveys for online and to prepare reports
- Requested support for SPSS Dimension products, mrInterview and Desktop Reporter to make surveying and reporting more efficient and cost-effective

RESULTS

- Experienced reduction in time spent creating surveys and preparing data for reporting
- Saved months of work for several staff members and a reduction of approximately \$20,000 in wages each year
- Reduction in use of paper to meet “sustainability” initiative. Saved 50 cases of paper per year used to print surveys and reports
- Saved postage for mailed surveys and return postage for replies

> More Results

- Validity and reliability of data – no transcription of open-ended responses
- Timeliness of reports – ability to create tables and filters allows for immediate turn-around for reports on demand
- Ability to respond to varied requests for surveys – time saved in data collection and report creation allows ability to do additional surveys to meet specific program certification requirements
- Consistency of archived data – data and reports in consistent format allows for reliable trend reporting

> Best Practices

- Involve interested parties from beginning
 - Administration
 - Faculty
 - Research & Assessment
- Take good look at current survey tool
 - Make sure questions get at what you want to know
 - Carefully choose layout and question types
 - Multiple choice
 - Rating scales
 - Open-ended questions
- Create template for base survey
- Involve IT Department
- Start with small pilot group

> More Best Practices

- Work with faculty and staff to make process easy for students
 - Time in class for survey – schedule as part of course calendar
 - Announcement to students in web courses to take survey
- Be open to various ways of getting online survey link to students
 - Post survey link on Blackboard in each course
 - Email survey link to students
 - Post survey link on college web page
- Create report template that is easy to use and easy to read
 - Save template to be used with minimal changes each semester
- Set up secure access to reports
- Maintain archive of reports
- SPSS products and training
- SPSS Conferences – network with peers

> What's Next?

- Desktop Author
 - *College Services Survey*
- Data Merge – Desktop Reporter
 - *Surveys with common questions*
 - *Combined reports*
 - *By Program*
 - *By Instructor*
 - *By Course*
- Text Analysis
 - *Training completed*
 - *Time for implementation*
- WTCS Surveys Online