Systematic Assessment Cycle

- Inform the campus
- Survey your students
- Review and share the results
- Explore the data
- Respond to the data with new initiatives
Survey your students

Help everyone to understand why the student data are important to the institution
Establish a regular cycle that makes sense with all of the surveys you are conducting.

Best practices: Paper administrations

- Representative sample
- Work with registrar office
- Manage the distribution and collection
- Provide a script for the faculty
- Allow time for the survey to be completed in class
Best practices: Online administrations

- Invite 100% of the population
- Send multiple email messages
- Offer incentives
- Share who has won incentives while the survey is ongoing
- Use a variety of communication methods
- Monitor your response rate and demographic distribution
- Create competitions between departments
- Allow class time for the survey to be completed (mobile version)
Student Feedback Data: How to Take Action for Institutional Improvement
October 17, 2016

SHARE YOUR OPINIONS
AND MAKE A DIFFERENCE AT UWF!

YOUR OPINIONS MATTER TO US!
Please complete our survey online before February 25, 2016. There will be a drawing to win one of ten $100 gift cards or a trip for two to our Regional Recruitment Center in the College of Business for the month of March 2016. Winners will be contacted by email at the completion of the survey process.

Review and share the results

Check your UWF student email for an invitation from President Benne titled ‘Make a Difference at UWF’.
Review the results with:

- Top leadership
- Faculty and staff
- Students

Share the results through a variety of methods

- Presentations
- Written executive summaries
- Bite size nuggets
- One-on-one meetings
Make the data relevant to the audience

Be sure to tell people what next steps are planned with the data
Ways to explore your data:

- What are your trends?
  - Year-to-year reports

- How satisfied are your subpopulations?
  - Raw data analysis
  - Target group reports

- What else are students sharing with you?
  - Comments document from online administrations

- Focus group discussions and brainstorming sessions
  - Students
  - Campus personnel
Focus groups can be very eye opening. What you think an item means to students may not be how they interpret it at all.

SSI Client, 2016

Bring all the data back to a task force or committee for review and discussion

Begin deciding what you are going to do differently...
Respond to the data with new initiatives

Data on the shelf has no power . . .
You need to:

- Prioritize where and how you will respond
- Determine who is responsible
- Establish action plans to hold people accountable
- Set a timeline

Makes changes in:

- Processes
- Procedures
- Perceptions
Four primary ways to use satisfaction data

Retention
Strategic Planning
Accreditation
Recruitment

Impacting Retention

1. Focus on campus climate items
2. Improve items students care about
3. Celebrate your strengths
4. Communicate regarding changes made
Guiding Strategic Planning:

- Challenges that cannot be fixed immediately
- Align budget dollars on top priority issues
- Compare externally with aspirant institutions
- Recruit new students by highlighting areas of strength

Using Satisfaction Data for Accreditation:

1. Match satisfaction survey items to accreditation criteria
2. Respond to challenge items
3. Document strengths
4. Show improvement over time

www.RuffaloNL.com/Accreditation
Using Satisfaction Data for Recruitment:

- Identify factors in the decision to enroll
- Highlight your strengths in your recruitment materials
- Understand student perceptions of admission and financial aid

Student satisfaction is linked with:

- Individual student retention (higher)
- Institutional graduation rates (higher)
- Institutional alumni giving (higher)
- Institutional loan default rates (lower)

Learn more here: www.RuffaloNL.com/benchmark
Inform the campus how you responded

Methods for campus personnel:

- President's council/leadership groups
- Staff meetings—departmental or institution-wide
- In-service sessions
- Targeted memos with data pertinent to their area
- Supervisory structures
- Newsletters
- Lunch and learns or wine, cheese, and data
Methods for students:

- Announcements on campus by faculty, leadership, and other students
- Social media (Facebook, Twitter, YouTube, Instagram)
- Student newspaper
- Student government/activity groups

Methods for students and campus personnel:

- Postings on campus and website
- Email announcements
- Alumni magazines, press releases
- Infographics
- Table tents around campus
Posters in the restrooms:

- "Stall Street News"
- "Flushing Times"
- "The Toilet Paper"
- "The Daily Flush"
We’re Listening to U

In November 791 students responded to NC’s assessment about student satisfaction. This is what you said and what NC is doing to improve your experience.

You Said...

- 85% of students said NC was their #1 2nd choice college
- Academic Advising is in student experience AND education
- NC’s Academic reputation is EXCELLENT
- NC vs. nationally similar schools...
  - More affordable & helpful

Your Campus Challenges

- Connecting to the internet is difficult.
- You lack clear ways to express complaints.
- Unsure how Student Services are run.
- You want less red tape when seeking campus info.

What NC is Doing

- Internet: Free printing services
- SA Vories
- Social Networking: New student info center
- Run-Around: Focused groups of students

You Spoke ... We Listened!

What We Are Good At
1. The school feels safe and secure.
2. Students feel that the quality of instruction is excellent.
3. Students feel that they have great internship opportunities.
4. Students feel welcome.

What We Are Working On
1. Free tutoring services
2. A study area with computers.

Student Survey Results
Be sure to have strong communication activities in place prior to your next survey administration.

Survey your students regularly.
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Thank you for participating today

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www.RuffaloNL.com/SatisfactionSurveyTutorials