

DSA Assessment Team June 11, 2018 Minutes

Present: De'Jon Diggs, Jessica Mendiola (for Raye Leigh Stone), Huanshu Yuan, Russell Tipton, Carol Binzer, Kari Keller Becker, Darby Roberts, Kelly Cox, Susan Fox-Forrester, Eric Webb, Ligia Perez, Heather Bennett, Mark Haven, Debbie Almond, Stefanie Baker, Byron Schlather, Jana Corley, and Jerry Smith.

Absent: Student Activities, Student Health Services, and DoIT

Guest: Dr. Dustin Grabsch (Residence Life)

A-Team Reflection

What is your muddiest point when it comes to anything related to assessment?

- Figuring out the action part of the data results and how to use those results
- Sampling strategies - some want every student to have the opportunity to answer questions; however, if you do a sample, what type of demographics to include to determine who to ask to participate
- We do some smaller surveys that are less impactful - more satisfaction, need to look at who is not satisfied and understanding more about them
- Everybody seeking the same information and have a unified tool

Department Presentations

Memorial Student Center

Jessica Mendiola presented on survey administered with the MSC SCOLA delegates. Students reported being able to network and that they were more informed about the issues affecting Latino population. However, students were less satisfied with the resource fair. The results are shared with the incoming executive team, the MSC, sponsors, and in marketing materials. To use the results, graduate programs were the focus for the resource fair and will continue to try to diversify the college at the fair. Looking at some changes with the speakers too. There were challenges in collecting surveys at the closing event. They will look at questions to include with the registration rather than wait for the survey.

University Art Galleries

Heather Bennett presented about capturing student visitor data. An attendance log is used to track who comes into the galleries. In recent years there has been a stronger push to identify students coming into the galleries. There have been a few issues in finding a solution, but now do card swipes and then also use a MaroonLink event. Now they can get breakdown of various demographics of the students who attend the galleries. They are looking at developing a satisfaction type of survey to gather student feedback on their experience.

Discussion

Net Promoter Score (NPS)

Dr. Dustin Grabsch presented on NPS. This is new for higher education, but has been in business for a while. It provides quantitative and qualitative data for an experience. It is a quick response and could be used for a variety of programs and services. A respondent is asked how likely they are to recommend the experience on a scale of 0 to 10. The typical breakdown of the scale is: 0-6 are detractors, 7-8 are passives, and 9-10 are promoters. You can also run demographics to further understand the type of student who may be a promoter or detractor. This is a pre-set option in Qualtrics to make it easy to use. Then you can get a report to clearly see the percentage of each of the three areas and your overall score. You can also filter to see the comment by each of the three areas. There are several ways this can be used throughout the division; Dustin shared some ideas.

Reflection Questions:

What are some ways you could incorporate NPS in your unit?

- SLS used it with the Assessment Boot Camp follow-up.
- UART with those who come to the galleries.

From your perspective, what are some limitations to be mindful of when using NPS?

- Is it only 2 questions? Yes for NPS but you can build it into a larger survey.
- Be careful of what you ask or when you ask - NPS is relational on how someone is feeling at a given time in the process with a program, department, or service.

Announcements

- SLS website - new things have been added such as new reports and blogs. However, SLS is have a few technical issues with the website.
- Assessment Planning forms are due to Student Life Studies by August 1. Three departments have turned their forms in already. Congratulations to UART, Music Activities, and Children's Center.
- More to come about the annual reports and what would be included in these. There is a rumor that assessment would not be included in the annual report.
- IRB update - we can continue operating the way we have been in terms of if we need to send something to the IRB.

Department Takeaways

- Dustin is awesome! We would be a promoter for him is using a NPS.

Reminders and Due Dates

- The next meeting will be July 9
 - The reflection question will be: "How do you help staff in your department share information for department reports?"
 - Department presentations from Veteran Resources and Support Center and Office of the Commandant
- Future committee meetings: August 13 - only if there is a need for anything