How to Use Baseline Self-Service Survey Builder: An Introduction

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Learning Outcomes

As a result of this session, you will

• Know how to get started on your first survey project.
• Feel comfortable using Baseline.
• Know who to contact if you have Baseline questions.
What is assessment?

• Gathering information about the functioning of students, staff, and higher education institutions for the purpose of improving the functioning of institutions and its people.

Alexander Astin

Types of Assessment Projects

• Track usage of services
• Determine needs and preferences
• Measure satisfaction and importance
• Measure learning outcomes
• Measure effectiveness of workshops, programs, and policies
• Develop performance metrics and conduct benchmark studies
Populations to Assess

- Students
- Staff/Administrators
- Faculty
- Employers
- Community members
- Alumni
- Other constituents

What is Campus Labs?

- Formerly Student Voice
- Provides tools to easily survey students, staff, and other clients.
- Access to an on-line higher education community that includes tutorials and resources like sample surveys.
- Provides web-based technology for data collection, analysis, and reporting.
### Baseline Consultants Help You With

<table>
<thead>
<tr>
<th>Preparing your survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Defining the goals and objectives of your survey</td>
</tr>
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</table>
| • Formatting & wording your questionnaire  
  • Email Baseline the questions in a Word file |  

<table>
<thead>
<tr>
<th>Administering your survey</th>
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<tbody>
<tr>
<td>• Sending out invitations and reminders to complete your survey via email</td>
</tr>
<tr>
<td>• Providing suggestions for enhancing response rates</td>
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<table>
<thead>
<tr>
<th>Analyzing the results</th>
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<tbody>
<tr>
<td>• Using Baseline’s tools to analyze your results</td>
</tr>
<tr>
<td>• Interpreting your results</td>
</tr>
<tr>
<td>• Incorporating data into reports and presentations</td>
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### Survey Administration Options: Online

#### Mass Mailing:
- Customize e-mail text and paste in addresses
- System creates a unique link for each e-mail to which it is sent
- Ensures each respondent completes it only once, with option to pick up where left off
- Set up reminders which are sent only non-respondents

#### Generic Link:
- Can post on website, advertise in publication, send in email to listserv
- Responses are anonymous
- Respondents can access the link an unlimited number of times
- Option to add validation screen for identity collection
On-Line Survey Support

Baseline will

• Format your survey.
• Provide advice on question wording and response options
• Send reminders at intervals designated by you, if you are using email invitations.

Survey Administration Options: PDA

Ideal for:
✓ Point of service
✓ During/post event

Requires:
✓ PC
✓ Active internet connection

Survey considerations:
✓ Limited set of questions with a finite number of response options
✓ No open-ended comments

Student Affairs has 10 PDAs, to borrow, contact Lindsay Dawkins, ldawkins@ucsd.edu, administrative assistant to AVC Spriggs.
Survey Administration Options: Apple Devices

Ideal for:
- Campus pulse
- Point of service
- During/post event

Requires:
- Campus purchased Apple device with Campus Labs app installed
- Does not need constant wireless connection

Survey considerations:
- 8 – 10 questions
- Limited comments
Apple Device Support

Getting Started with Your Apple Device

The following are for your initial setup of the SV Mobile application on your iPod touch or iPhone device.

Minimum requirements to get started using the SV Mobile application are:
1. Computer with iTunes installed
2. iTunes account
3. Apple iPod touch or iPhone device (with firmware version 2.2.1 or later)
4. Wireless internet connection
5. Student/employee username and password

Download iTunes

This software is necessary to activate (create) new iPod touches and to create an account if your devices have been used before, especially with Campus Labs, you may not need to install iTunes.

1. Download iTunes from Apple
2. Save the file to your desktop
3. Once downloaded, run the installer (you may need administrative privileges to install applications on your computer)
4. Follow the instructions in the installation wizard

iTunes Account

You will need an iTunes account to download applications from the App Store. You may use an existing iTunes account. If you already have one. If you need to create an account, you can set up an account with a credit card (SV Mobile is free, but a credit card will be needed if you will be downloading any paid applications or media) or setup an account without a credit card.

For any other questions with iTunes or iTunes accounts, please visit http://www.apple.com/support/itunes/

Establishing an Internet (Wi-Fi) Connection

Note: If you are using an iPhone, you should always have an Internet connection through AT&T’s data plan.

1. On the iPod Touch home screen, tap the Settings icon

Survey Project Process

Submit project request to Campus Labs
Campus Labs prepares the project, communicating with you as necessary for consultation
You receive an email instructing you to preview your project
Communicate changes or approval to Campus Labs
Survey is administered
Response are available in real time
Request a Project

- Submit your project at least 5 days prior to desired survey launch
- Log into Campus Labs [http://www.studentvoice.com](http://www.studentvoice.com)
- Click “Baseline”
- Click “Request a Project”

**Project Page**

- Enter project information
- Name, start and end date, project source
- Plan to use PDAs?
- Plan to email survey?
- Need help from a Baseline consultant?
- Upload your Word file with the survey questions.
- Create your invitation email.
- Upload your Word or Excel file with your email list of recipients of the survey.

### Survey Preview

#### Leadership Development Outcomes Study 2011

<table>
<thead>
<tr>
<th>Statement</th>
<th>Code</th>
<th>Required answers</th>
<th>Allowed answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 I have become a leader in the academic year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree: (Code = 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral:                    (Code = 3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree:                   (Code = 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available responses         (Code = 0)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2 I have become more active in the university community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree: (Code = 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral:                    (Code = 3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree:                   (Code = 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available responses         (Code = 0)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.3 I have gained constructive, working with people with different radar and beliefs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree: (Code = 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral:                    (Code = 3)</td>
<td></td>
<td></td>
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<tr>
<td>Disagree:                   (Code = 1)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Available responses         (Code = 0)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.4 I plan to be a leader in my community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree: (Code = 5)</td>
<td></td>
<td></td>
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<td>Neutral:                    (Code = 3)</td>
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<td></td>
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</table>
Create an Invitation

Student Community Service Needs Assessment

To create a new mass mailing:
1. Complete the form below, including the e-mail list.
2. Insert the list to the survey:
   a) Identify the e-mail list where you would like to insert the list to the survey.
   b) Place your contact information in the e-mail header.
   c) Click on the "mass mail instructions" to complete the form instructions. This will be replaced with the list when the e-mail is viewed by the recipients.
3. Click "Submit."

From Name: Jane Smith, Provost
From Address: notification@email.studentvoice.com
Reply To Address: smith@emailstown.edu

[In the instructions]

Dear [FIRSTNAME],

The Community Service Office is interested in hearing about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us understand what students gain from their experience and how we can enhance your learning.

[INSTRUCTIONS]
Thank you in advance.

Sincerely,
Dr. Jane Smith
Provost
Hometown University

Create an Invitation Email List

Student Community Service Needs Assessment

Add Addresses | From Panel | Existing Mailing

Enter addresses below (Allowed delimiters include: commas, semicolons, and new lines):

student1@example.edu
student2@example.edu
student3@example.edu

Add Addresses | Remove | Remove All

From Name: Jane Smith, Provost
From Address: notification@email.studentvoice.com
Reply-To Address: smith@emailstown.edu

[In the instructions]

Dear [FIRSTNAME],

The Community Service Office is interested in hearing about your community service experience both on and off campus. Please take a few minutes to complete our assessment.
Invitation Preview

From: Jane Smith, Provost
Subject: Your feedback is needed!
Reply: jane@hometown.edu

Dear Joseph,

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us to understand what students gain from their experience and how we can enhance your learning.

To access the survey please click here. If the survey does not open automatically, please copy and paste the following link to your internet browser’s address bar.

http://www.studentvoice.com/p/?uuid=5924b6257814f6b1f5ba17745470c1616

Thank you in advance!

Sincerely,
Dr. Jane Smith
Provost
Hometown University

View & Analyze Data

• View data as tables or as graphics
• Analyze data by categories

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### Frequency

| D1: Since beginning college, I have become more active in the community. |
|-----------------------------|-----------------------------|
| Agree                       | Strongly Agree              |
| 120                         | 38.4%                       |
| 177                         | 55.3%                       |
| 101                         | 31.4%                       |
| Disagree                    | Strongly Disagree           |
| 55                          | 16.3%                       |

| D2: Since beginning college, I have become more active with the student government. |
|-----------------------------|-----------------------------|
| Agree                       | Strongly Agree              |
| 136                         | 42.3%                       |
| 197                         | 60.5%                       |
| 37                          | 11.6%                       |
| Disagree                    | Strongly Disagree           |
| 56                          | 16.8%                       |
Share Findings

• Export results to Excel, Word, or PDF

Helpful Resources on Campus Labs

• **Shared Projects** - example assessment projects
• **Resource Centers** – department specific resources
• **Wiki** – easy access to assessment information
• **Forums** – discussion boards
• **Blogs** - posts from assessment experts
• **User Guide** – product documentation, training material, support information
## Shared Projects

<table>
<thead>
<tr>
<th>Title</th>
<th>Institution</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Affairs Outcomes Study</td>
<td>Holy Cross</td>
<td>Outcomes study on the impact of divisional efforts on student learning and development.</td>
</tr>
<tr>
<td>LGBT Resource Center Survey</td>
<td>UW-Milwaukee</td>
<td>The comprehensive survey examines student satisfaction and the extent to which the LGBT Resource Center exemplifies their mission and vision. It also explores student achievement of various learning...</td>
</tr>
<tr>
<td>Custodial Service Survey</td>
<td>California State University of Los Angeles</td>
<td>This PQA survey addresses factors related to satisfaction with custodial services. It can be utilized in a variety of operational areas (Student Union, Residence Life, Recreation Centers, etc.).</td>
</tr>
<tr>
<td>Career Fair - Student Satisfaction</td>
<td>Northeastern</td>
<td>Measures student satisfaction, experience, and needs after attending Career Fair.</td>
</tr>
<tr>
<td>Campus Event Evaluation</td>
<td>University of Michigan</td>
<td>Basic event evaluation: great as a starting point or PQA survey.</td>
</tr>
<tr>
<td>&quot;Hot topics&quot; pretest for residents</td>
<td>University of Wyoming</td>
<td>The pre-test measures resident behavior and thinking among many heavy, hot-topic areas including alcohol, sexual behavior, resident conduct, satisfiability, and some basic engagement/knowledge...</td>
</tr>
<tr>
<td>Academic Advisor Training Needs Survey</td>
<td>Hofstra University</td>
<td>Asks advisors to identify in which areas they need additional professional development and training. Also evaluates their understanding of certain issues, and ability to perform certain tasks.</td>
</tr>
</tbody>
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## Webinars

- “Designing and Developing Learning Outcomes”
- “Survey Administration and Fatigue”
- “Beginning with the End in Mind”
- “Reporting and Sharing Assessment Results”

http://www.campuslabs.com/support/training/
Summary of Baseline Survey Benefits

• Unlimited use of features & support
• Access to assessment resources and templates
• Consultation from an assessment team
• Training and professional development webinars

Contact Jennie Gambach, jgambach@campuslabs.com, to get your Campus Labs/Baseline account

Questions?