

Disseminating Survey Results

Capturing An Audience!

Presented at AIRUM
November 2008

Carmen Williams
Sue Erickson



Overview

- A look at how we organize our surveys online
- New initiatives
 - Considerations when disseminating results
 - Methods of communicating those results
 - General campus dissemination
 - Focused “topic” communication
 - Focused “audience” communication
 - Assess the assessment

THE report

We do a very detailed analysis of the findings

- Executive Summary
- Graphic/Trend page
- Written analysis
- Survey Instrument
- Cover Letter
- Postcard and/or email reminders
- Timeline of responses
- Frequency of all of the results
- Comparative summaries of multiple years
- Comparative summaries of national norms
- Comments

THE report

- Paper Copy



- PDF Copy - [Online](#)



UND Home > Office of Institutional Research

UND THE UNIVERSITY OF NORTH DAKOTA OFFICE OF INSTITUTIONAL RESEARCH

GRAND FORKS, ND

UND Home Institutional Research Home Contact Information

THURSDAY, SEPTEMBER 11, 2008

Welcome to the Office of Institutional Research

The Office of Institutional Research serves as a resource to university decision makers by providing accurate, consistent, useful, timely, user-friendly, official data that can be used to assess the goals and objectives of the University of North Dakota.

- University Assessment Website**
Assessment Committee website, University Student Assessment of Teaching (USAT).
- Departmental Annual Reports**
Core Data, General Report Content Guidelines, Strategic Reports and Template for Annual Report submittal
- Forms**
Forms to request computer output and secure pages authorization.
- Newsletters**
Institutional Research Briefs publications.
- Quick Links to Key Areas**
Links for various Enrollment Management pages.
- Reports**
Detailed tables, graphs and information on the University of North Dakota student and faculty reports. See bookmark on left to select links.
- Resources**
Useful links to IR external resources.
- About OIR**
OIR staff, mission, and history.
- Surveys**
A variety of different surveys and tests designed to provide assessment for different subgroups within the university learning environment and community.

Description and Timelines of Surveys

The Office of Institutional Research is involved in conducting and analyzing a variety of different surveys and tests designed to provide assessment for different subgroups within the university learning environment and community. The survey information provided can also be accessed by completing the [Secure Web Pages Authorization Form](#) and returning it to the Office of Institutional Research. Please contact our office at 701-777-4350 for research methods or statistical analysis. The Institutional Research [Presentations](#), [Progress Report](#), [Inventory of Survey Questions](#), and [Newsletters](#) are also available.

Date last modified: August 27, 2008 <<< 1999-2001

Survey Name (Academic Year)	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
Alumni Outcomes Survey(ACT)	NA	YES	YES	NA	YES	NA	YES	NA	YES
Campus Quality Survey	NA	YES	NA	YES	NA	YES	NA	YES	NA
College Student Inventory (CSI)	NA	YES	YES	YES	YES	YES	YES	YES	YES
Employer Satisfaction Survey	NA	NA	NA	YES	YES	NA	YES	NA	YES
Environmental Assessment Survey *	YES	NA	YES	NA	YES	NA	YES	NA	YES
Faculty Survey (FCR)	YES	NA	NA	NA	NA	NA	YES	NA	NA
Faculty Survey of Student Engagement (FSSE)	NA	YES	NA	NA	NA	YES	NA	YES	NA
Freshman Survey (CFRP)	YES	YES	YES	YES	YES	NA	YES	NA	YES
Graduating Student Survey *	YES	NA	NA	YES	NA	NA	YES	NA	NA
National Survey of Student Engagement (NSSE)	NA	YES	NA	YES	NA	YES	NA	YES	NA
Placement Survey *	YES	YES	YES	YES	YES	YES	YES	YES	YES

2007-2008 Placement Survey of 2005-2006 Undergraduate Alumni

Executive Summary:

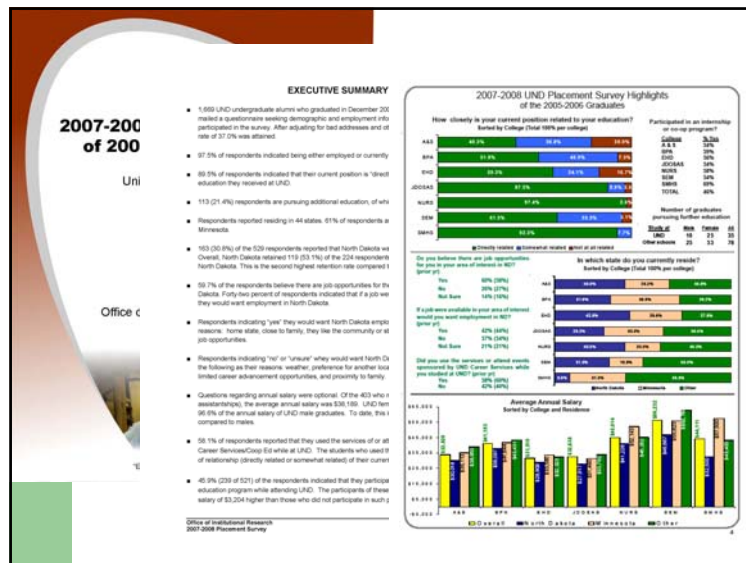
Carmen Williams
Sue Erickson
Office of Institutional Research
April 3, 2008

In 1997, the UND Placement Survey was developed through the partnership of Career Services and Institutional Research for the purposes of collecting demographic and employment information on recent University of North Dakota graduates. Over the years the use for this information has expanded and is now being used not only in Career Services and for university assessment purposes but for others both on- and off-campus. The 15-question Placement Survey is distributed to university alumni who graduated two years prior.

In October 2007, an invitation letter and a survey form were mailed to 1,669 undergraduate alumni. Altogether four mailings were sent to promote participation and to make the results as representative as possible. The survey collection was closed on March 24, 2008. After adjusting for the undeliverable addresses, a total of \$29 valid placement surveys were obtained. The survey yielded a response rate of 37%.

- Want to see more introduction, please click [Here](#)
- Want to see the full documentation, please click [Here](#) (UND IP Protected)
- Want to see the average salary by major, please click [Here](#)
- Want to see survey instrument, please click [Here](#)

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Institutional Research | Box 7104 | Grand Forks, ND 58202 | Tel: 701-777-4358 | Fax: 701-777-2454



The NEW Initiatives – disseminating survey results

- Considerations – Who What Where When
 - Who (Audience)
 - Top Administrators
 - Students
 - Committee Members
 - Other campus community
 - Budget
 - Time Considerations
 - Shortly after the survey is finished
 - Relay the message at an appropriate time
 - What
 - THE Message
 - Skill Level
 - Research paper, flyer, news article, presentation

Methods of Communicating Results

I. General Campus Communication

1. Distribution Memo
2. UND Newsletter
3. OIR Newsletter
4. Highlighted on our Website

General Campus Communication

1. Distribution Memo
 - University President
 - Appropriate Vice President
 - Public Relations
 - Assessment Committee Members
 - Other (few) relevant personnel

General Campus Communication

2. UND Newsletter

- Online Newsletter
- Highlights key findings
- Add a direct link to our online survey



General Campus Communication

3. Office of Institutional Research Newsletter

- Paper copy & online
- Consistent format for each publication
- BRIEF Introduction
- Executive summary & graph page on inside
- "Projects in Progress"
 - surveys currently being administered
 - upcoming surveys
- Paper copy out to most departments

General Campus Communication

4. Highlighted on our Website

- Clickable version directly from our website
- Added to our Survey Timeline page

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Surveys
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NEWS Flash
Now available online!

2008 Student Satisfaction Inventory and Priorities Survey for Online Learning

2008 Student Information Questionnaire

2008 Working Student Survey

Methods of Communicating Results

II. Focused Communication

- Focus on one topic/theme not necessarily one survey (our "inventory" of survey questions comes in handy!)
- Communicate these topics via Flyers or Presentations**
 - Campus Climate
 - What Students Are Saying About:
 - Health & Wellness
 - Advising
 - Cost of Attendance
 - Dining Services

What Students are Saying About UND

March 27, 10:00-11:00 a.m.
Swanson Hall, Room 10-12

Presented by: William Wilbur and Sue Erickson
Institutional Research

What Students are Saying About:

- Health & Wellness
- Advising
- Cost of Attendance
- Dining Services

UND

Contact the University Within the University office for:
Phone: 7-3329 • Email: I2@und.edu
Or Our Web site: www.und.edu/und

Contact Coordinator if you have special needs or accommodations.

Methods of Communicating Results

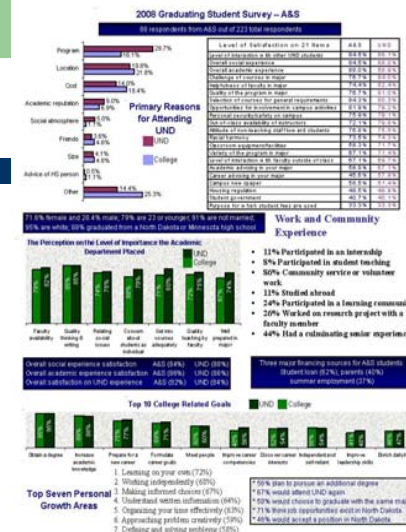
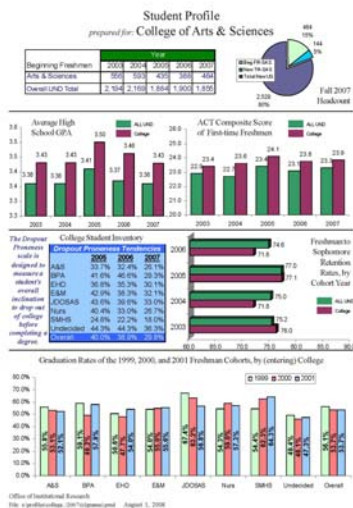
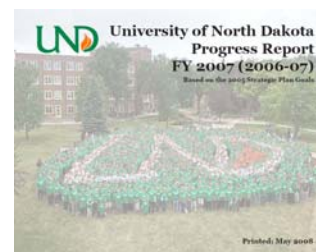
III. Focused Audience

- Provide results to an intended audience
 1. UND Progress Report
 2. Student Profile, College
 3. Graphic page for each college
 4. Excel file and/or pivot table
 5. Brochure to students in residence halls
 6. Memos to highlighted departments

Methods of Communicating Results

UND Progress Report

An annual summary evaluating initiatives outlined in UND's strategic plan.



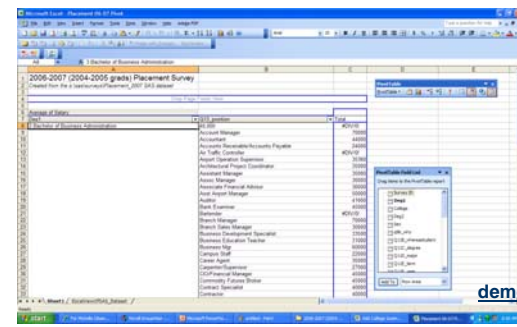
Methods of Communicating Results

Excel files providing individual colleges data comparing their results to UND to any national norms.



Methods of Communicating Results

Excel Pivot Tables



Methods of Communicating Results

– Short and to the point

– Bullets help highlight important findings

Survey says...

The most popular reasons for living on the campus are convenience, friends, and activities.

Opinions from responding students:

- 96.2% say the dorms are friendly and it's easy to get to their residence hall.
- 95.5% feel safe in their residence hall.
- 95.2% feel that if Card staff needed from their room they would get the information in the prompt.
- 97.8% feel the dining staff are courteous and friendly.
- 87.1% feel the service center staff are helpful.
- 97.6% rate the cleanliness of dining centers.
- 90.9% feel safe on campus that the halls to go to.
- 96.9% enjoy the atmosphere in the dining center.
- 96.8% feel the service center provide activities.
- 96.2% are satisfied with policy enforcement.
- 96.1% are comfortable talking to their RA.
- 94.2% rate the overall quality of dining centers.
- 94.8% feel staff are courteous when ordering.
- 94.2% are satisfied with the speed of service.
- 91.8% feel bathroom facilities are clean.
- 90.8% rate the overall value of meal plans.
- 89.5% enjoy living in the residence halls.
- 82.3% feel noise from a roommate is not a problem.
- 87.1% feel house rules meet their needs for living.

Information taken from the Environmental Assessment Survey conducted in the fall of 2005.

Dining staff prepare for a special dinner.

where i live

The results are in!

Satisfaction Survey 2005-06

UNIVERSITY OF NORTH DAKOTA
Residence Halls & Dining

Methods of Communicating Results

III. Focused Audience

– Congrats memo to departments when seeing upward trends

UND Memorandum

TO: Heidi Koppelman, Director, Admissions
FROM: Carmen Williams, Director, Institutional Research
DATE: September 6, 2007
RE: 2007 Sophomores Survey

Just thought you'd like to know...

Based on feedback from our recent 2007 Sophomores Survey, students rated your office very positively. Attached is a summary of one of the pages from the survey. If you would like to read more about what the sophomores have to say, you can find that survey on the web at: <http://www.und.nodak.edu/igs/Information/Reports/2007Sophomores/20070906.htm>

To get into the full report, the links are at the bottom of the page. To access the excel report, click on the following information: user name is _____ and password is _____

If you have questions about the study, please contact either the Erickson or me at 7-4356. Thank you.

Attachment

Methods of Communicating Results

IV. Other ways to incorporate survey results

- Annual Wrap-up
 - Brochure
 - Survey highlights from past year
- Other Publications
 - Incorporate Survey Findings with Other Reports
 - e.g. The Class of 2007
 - Other ideas? We're considering a Bookmark with "and the Survey Says...."

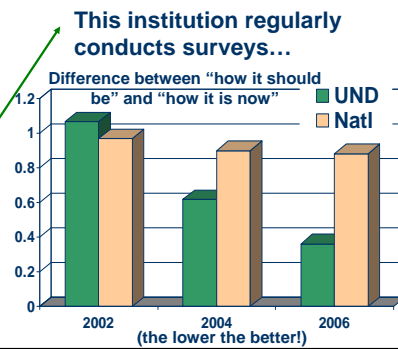
Assess The Assessment!

- Find ways to determine what's useful and what's not
- Track website hits



Assess The Assessment!

- Look at existing survey questions – or add your own



Disseminating Survey Results

This presentation can be found at
<http://www.und.nodak.edu/dept/datacol/presentations/index.htm>

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University of North Dakota
Office of Institutional Research