

The UAO and U

Teaching and Learning
Symposium

Jan. 6, 2010

M. Fuller, J. Laird, D. Herrmann, University Assessment Office
Illinois State University

The University Assessment Office



- Mission
- Relevant Services
 - ▣ Consultation on program level assessment
 - ▣ Support in surveying and qualitative inquiry
 - ▣ Data collection and dissemination

Consultation on Program Assessment

- Assessment Plan Tutorial
 - Newest Service
 - Worksheets, language, examples
 - <http://www.assessment.ilstu.edu/tutorial/>

PRAAP

- Process Reviewing Academic Assessment Plans
 - Not Program Review...But supports programs
 - Helps meet Illinois Board of Higher Education requirements
 - Provided by faculty on the Assessment Advisory Council
 - Advanced support and timelines
 - Web resources
 - Guidance from UAO staff

Gen Ed Assessment

- Institutional Artifact Portfolio (IAP)
- Non-intrusive of faculty and student time
- Secure process
- Derived from General Education Goals
- Faculty led review process
- Curricular improvements and faculty development opportunities

Surveys of Student Engagement



- National Survey of Student Engagement
- Beginning College Survey of Student Engagement
- Faculty Survey of Student Engagement

Questions?





Online Surveys and Assessment

Jon Laird

Introduction to Online Surveys

- 100% online, paperless surveys
- Distributed via hyperlink
 - ▣ E-mail
 - ▣ Kiosk homepage
- Several question formats
- Quantitative and qualitative
- Flexibility of data format for analysis
- Free!

Online Survey Process

- Project Request Form
 - ▣ Name of project, project contact, active dates, IRB approval
 - ▣ Project Number
- Project Details Form
 - ▣ Creation of invitation e-mail, data export format, various survey options (re-directs, etc.), participant list
- Consultation
 - ▣ Optional, by request

Online Survey Process (cont.)

- Survey Generation
 - ▣ Create “easier” URL for distribution
 - ▣ Create online copy of survey in SelectSurvey
- Approval by project contact
- Distribution of survey
 - ▣ Remove non-participants from participant list via CISS
 - ▣ Distribute e-mail if over 100 recipients
- Results
 - ▣ CSV/Excel or SPSS

Relationship with CAS-IT

□ Where do I go?

□ University Assessment Office

■ Program-level assessment

- Academic/Student Affairs programs
- Accreditation
- Assessment plan review

■ Contact: Jon Laird, 438-7325 or jwlaird@ilstu.edu

□ CAS-IT (formerly LILT)

■ Research

■ Independent survey needs

■ Contact: Sarah Walczynski, 438-8276 or saskers@ilstu.edu

Example Survey



<http://www.assessment.ilstu.edu/example>



Alumni Survey and *Progressive Measures*

Derek Herrmann

Alumni Survey

- Sent to ISU graduates every spring (1-year and 5-year graduates)
- Now online (through SelectSurvey)
- Average of 13 minutes to complete
- Less than 6% drop out

Alumni Survey

- Structure
 - Major degree satisfaction
 - Educational effectiveness
 - Post-ISU education
 - Employment
 - Satisfaction
 - Comments

Alumni Survey

- Marketing
 - Letter (mid-April)

Alumni Survey – Letter



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Campus Box 2500
Normal, IL 61790-2500
Phone: (309) 438-2135
www.Assessment.ilstu.edu



April 13, 2009

Name of graduate
Address
City, State, Zip

Dear graduate by name,

Personal attention has always been the trademark of Illinois State University, but mail from Reggie Redbird? That's no doubt got you wondering what's going on at your alma mater.

The answer is simple: We're on a quest to gather information from graduates of the class of 2004 and 2008. We want your candid thoughts about your educational experience, as well as an update on your activities since completing your degree.

Give us your feedback by completing a short online survey, which can be accessed at: www.AlumniSurvey.ilstu.edu. This Web survey requires a survey ID and a designated password. Your specific information is as follows:

Survey ID: ISU06238

Password: Docekal

Survey ID and password are case sensitive.

Confidentiality is important. Your survey ID will be used only to examine the relationship of academic factors, such as your major, to career and educational experiences after graduation. At no time will survey responses be linked to individual graduates.

If you have any questions or concerns regarding this survey, please contact the University Assessment Office at (309) 438-2135 or by e-mail at uao@ilstu.edu.

Your participation in this important study is appreciated. Thank you from Reggie, and the rest of us at Illinois State!

Sincerely,

A handwritten signature in black ink, appearing to read "Al Bowman".

Dr. Al Bowman
President, Illinois State University

P.S. Log on to www.alumnisurvey.ilstu.edu and answer a few questions by May 31, 2009, and you will automatically be registered to win a Nintendo Wii.

An equal opportunity university assigning a high priority to the principles of diversity and inclusion

Alumni Survey

- Marketing
 - Letter (mid-April)
 - Postcard (mid-May)

Alumni Survey – Postcard

How are you doing?



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Presorted First Class Mail
U.S. Postage Paid
Illinois State University

Campus Box 2500
Normal, IL 61790-2500

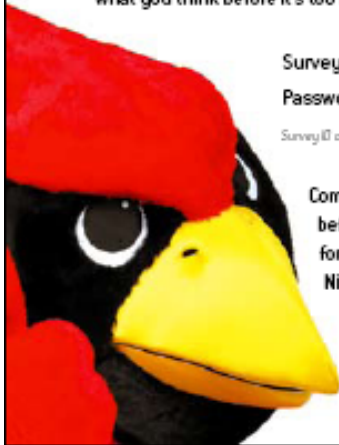
Your feedback regarding your experience at Illinois State is important to us. Please log on to www.AlumniSurvey.ilstu.edu to complete a survey that will allow you to give candid feedback on your educational experience. Let Reggie and your friends at Illinois State know what you think before it's too late.

Survey ID: ISU06238

Password: Docekal

Survey ID and password are case sensitive.

Complete the survey
before **May 31, 2009**,
for a chance to win a
Nintendo Wii!



Alumni Survey

- Marketing
 - Letter (mid-April)
 - Postcard (mid-May)
 - Department/School letter

Alumni Survey

- Marketing
 - Letter (mid-April)
 - Postcard (mid-May)
 - Department/School letter
 - Prizes
 - Airplane tickets & Nintendo Wii
 - This year – Homecoming 2010 package

Alumni Survey

- Reports sent to each department and each college every June

Alumni Survey – Annual reports

Illinois State University

2008 Alumni Survey Department/School Report

Department/School of _____

		Undergraduate Alumni						Graduate Alumni						All Alumni	
		2003 (n=23)		2007 (n=26)		Total (n=49)		2003 (n=9)		2007 (n=11)		Total (n=20)		(n=69)	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Course offerings in your degree program	Very Satisfied	6	26.1%	10	38.5%	16	32.7%	3	33.3%	9	81.8%	12	60.0%	28	40.6%
	Satisfied	15	65.2%	14	53.8%	29	59.2%	6	66.7%	2	18.2%	8	40.0%	37	53.6%
	Dissatisfied	2	8.7%	2	7.7%	4	8.2%	0	.0%	0	.0%	0	.0%	4	5.8%
	Very Dissatisfied	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Total	23	100.0%	26	100.0%	49	100.0%	9	100.0%	11	100.0%	20	100.0%	69	100.0%
Quality of instruction in your degree program	Very Satisfied	10	43.5%	8	30.8%	18	36.7%	4	44.4%	7	63.6%	11	55.0%	29	42.0%
	Satisfied	11	47.8%	16	61.5%	27	55.1%	5	55.6%	4	36.4%	9	45.0%	38	52.2%
	Dissatisfied	2	8.7%	2	7.7%	4	8.2%	0	.0%	0	.0%	0	.0%	4	5.8%
	Very Dissatisfied	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Missing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Total	23	100.0%	26	100.0%	49	100.0%	9	100.0%	11	100.0%	20	100.0%	69	100.0%
Effectiveness of academic advisement in your degree program	Very Satisfied	3	13.0%	8	30.8%	11	22.4%	5	55.6%	4	36.4%	9	45.0%	20	29.0%
	Satisfied	11	47.8%	8	30.8%	19	38.8%	3	33.3%	5	45.5%	8	40.0%	27	39.1%
	Dissatisfied	7	30.4%	7	26.9%	14	28.6%	1	11.1%	1	9.1%	2	10.0%	18	23.2%
	Very Dissatisfied	2	8.7%	3	11.5%	5	10.2%	0	.0%	1	9.1%	1	5.0%	6	8.7%
	Missing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Total	23	100.0%	26	100.0%	49	100.0%	9	100.0%	11	100.0%	20	100.0%	69	100.0%

Alumni Survey

- Annual reports sent to each department and each college every June
- Composite reports can be created on request

Alumni Survey

- Annual reports sent to each department and each college every June
- Composite reports can be created on request
- Additional questions (specific to a Department/School) can be added to the core survey – **send to UAO before Spring Break**

Progressive Measures

- UAO's biannual publication
- Articles written by UAO staff and ISU faculty

Progressive Measures

- UAO staff articles
 - ▣ **Reaching out: First-year student-faculty interactions at Illinois State** (Jon Laird; *Spring 2009*)
 - ▣ **Student satisfaction at ISU** (Derek Herrmann; *Fall 2008*)
 - ▣ **Success among students: Unpacking the data** (Matt Fuller; *Fall 2008*)

Progressive Measures

- ISU faculty articles
 - ▣ **Assessment 101** (S.J. Chang, Associate Dean, College of Business; *Fall 2009*)
 - ▣ **Learning communities and their role in university assessment** (Peter Smudde, Assistant Professor, School of Communication; *Spring 2009*)
 - ▣ **The risky writing rubric in a geography course** (Andrew Davis, NBCT, Faculty Associate, University High School, College of Education, & Zach Parton, 11th grade, University High School; *Spring 2009*)
 - ▣ **Ethics assessment in the legal environment of business class** (Joseph Solberg, Professor, Department of Finance, Insurance, & Law; *Fall 2008*)
 - ▣ Look for the Council on General Education's article in *Spring 2010* issue

Progressive Measures

- UAO's biannual newsletter
- Articles written by UAO staff and ISU faculty
- Posted online through the UAO website
- Look for the call for article submission in campus mailbox (early February)
- Look for copies of Spring 2010 issue in faculty breakrooms/workrooms

Summary

- Alumni Survey
 - ▣ Sent to all 1-year and 5-year graduates
 - ▣ Six parts
 - ▣ Marketing at the University and Department/School levels
 - ▣ Reports prepared by the UAO
- *Progressive Measures*
 - ▣ UAO's publication with articles written by UAO staff and ISU faculty
 - ▣ Call for articles sent out in February