Surveying Students at UC Merced

Student Affairs Assessment Bootcamp
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Constructing a survey process
Presentation plan

- Do I need a survey?
- Student surveys at UCM
- Survey best practice
Do I need a survey?
Checklist – Do I need a survey?

- **Do I need quantifiable (count/percentage) data?**
  - **No**
    - Consider focus groups, interviews, or other ways of collecting qualitative data.
  - **Yes**
    - **Am I able to keep attendance records or track observational data?**
      - **Yes**
        - Do keep these records or track this observational data as it is often more accurate and interesting than survey data.
      - **No**
        - **Are these data already captured in a UC Merced survey?**
          - **Yes**
            - Obtain these data from IPA. (gjohnson@ucmerced.edu or www.surveys.ucmerced.edu)
          - **No**
            - **Work with IPA to discuss survey needs, design, scheduling, and administration.**
              (gjohnson@ucmerced.edu)

Created by UC Merced Institutional Planning & Analysis
Questions?
Student surveys at UCM
UC Merced survey process

- IPA
- Task Force
- Survey Committee
Summer as leader surveys

SIR-Yes
SIR-No
BCSSE (even)
Fall surveys

New Student Survey
Spring surveys

UCUES (even)
NSSE (odd)
Graduating Senior
Summer as trailer surveys

Graduate Student
1-Year UG Alumni
1-Year G Alumni
Questions?
Survey best practice
Ask a specific question

**Women PTSD Demographics Information**

* Required

**Personal Code**

Please enter your personal code that consisted of 5 letters then 2 numbers, Example 'Team65'. Please retain this code for later use in the survey.

**With what race or ethnicities do you identify?**

White, African American, American Indian, Asian, Etc.

**Would you mind telling me which age range you fall into?**

- 18-30
- 31-40
- 41-50
- 51-60
- Over 60
Do not overdo options

Sample Questions

The following questionnaire was created using software developed by the Office of Information Technology at the University of Maryland. We give examples here of several of the question types available with simple tools. Many tools such as this allow creation of questions with simple HTML tags for formatting like **BOLD**, _underline_ and _italic_.

1. Multiple-choice questions are:
   a. Always Useful
   b. Seldom Useful
   c. Depends on the situation

2. Multiple-select questions give respondents more flexibility when giving input of feedback.
   a. The respondent may want to choose this answer:
   b. And/or choose this answer.
   c. Or even this answer.

3. Likert scale questions can be highly effective, but come with their own caveats.
   - Strongly Agree
   - Agree
   - Slightly Agree
   - Neutral
   - Slightly Disagree
   - Disagree
   - Strongly Disagree

4. Short answers can be useful if you have a coding system to process the responses you will get or if you have a very small set of respondents. For larger samples with reasonably few possible responses however, they can create a data processing problem.

5. True-false questions and yes-no questions are essentially the same thing but one wording or the other may be preferable.
Do not overlap options
Customer Satisfaction Survey

Welcome to our survey.

1. How satisfied were you with the product/service?
   - Very satisfied
   - Somewhat satisfied
   - Undecided
   - Somewhat dissatisfied
   - Very dissatisfied

2. Would you recommend our product/service?
   - Yes
   - I might
   - Not sure
   - Probably not
   - No
Avoid double-barreled questions

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>We understood your enquiry or problem</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>We gave you the feeling that we cared about you</td>
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<tr>
<td>We gave you the confidence that we could resolve the matter</td>
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<tr>
<td>Our staff were clear and easy to understand</td>
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<td></td>
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<tr>
<td>Our staff were patient, helpful and efficient</td>
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<tr>
<td>We followed up our promises</td>
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<tr>
<td>We met the timescales we indicated to you</td>
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</tr>
</tbody>
</table>
Know your respondents

Which best describes the total combined income before taxes of all members of your household in 2011. (Please include all income for yourself and all persons living in your household from all sources. For example, wages, interest, dividends, rental income, social security payments, etc.)

- Under $50,000
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,000
- $200,000 to $299,999
- $300,000 to $399,000
- $400,000 to $499,000
- $500,000 to $749,999
- $750,000 to $999,999
- $1.0 million to $1.9 million
- $2.0 million to $2.9 million
- $3.0 million to $4.0 million
- Over $4.0 million
- Prefer not to answer

Wow!
Label each option

1. The helpfulness of our staff
   - Extremely Satisfied
   - Neutral
   - Extremely Dissatisfied
   1 2 3 4 5 6 7 8 9 10

2. The length of time it took you to access our services
   - Extremely Satisfied
   - Neutral
   - Extremely Dissatisfied
   1 2 3 4 5 6 7 8 9 10
Be sensitive to language

7. Provide a question for a survey that does not take into account cultural sensitivity.

Pick your favourite color:
- Hitler orange
- Stalin red
- Kim-Jung Il yellow
- Christmas blue
- My beliefs are better than yours green
- Racist black
- white.

No
13. What is your sexual orientation?

- Bisexual
- Gay/Lesbian
- Heterosexual
- Questioning/Unsure
- Self-identified Queer
- Decline to state
- Other
Questions?
Process best practices

Think aloud

Response rates

Non-response study
Recommended resources
A Well-built, Sustainable Survey Process
Thank you to Gina Johnson
For creating this in July, 2012
for the Division of Student Affairs
for educational purposes