

SUMMER SEMINAR SERIES



103: Survey Data and Design

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DJ Hardwick

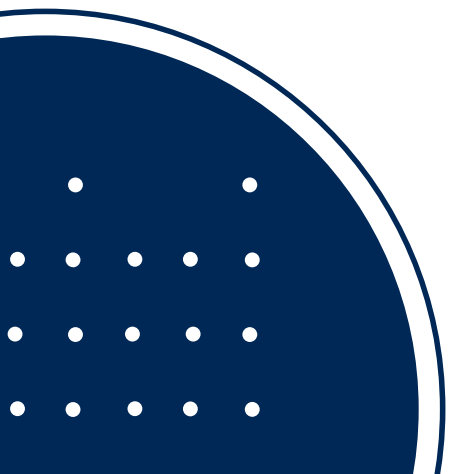
UNIVERSITY OF CALIFORNIA
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STUDENT AFFAIRS

June 29 & 30, 2022

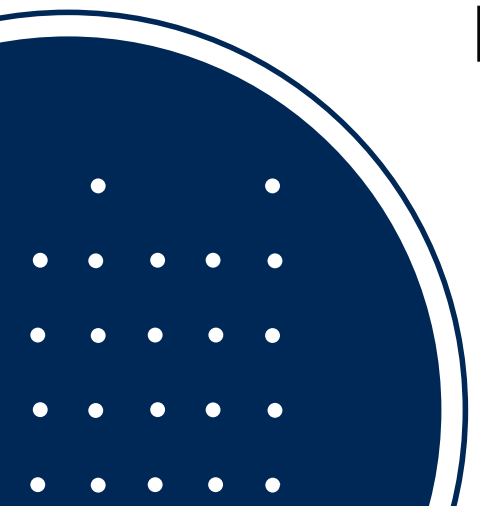
Agenda

- 1 Who Needs a Survey?
- 2 UCM Institutional Surveys
- 3 Best Practice in Survey Design
- 4 Utilizing Qualtrics



Learning Outcomes

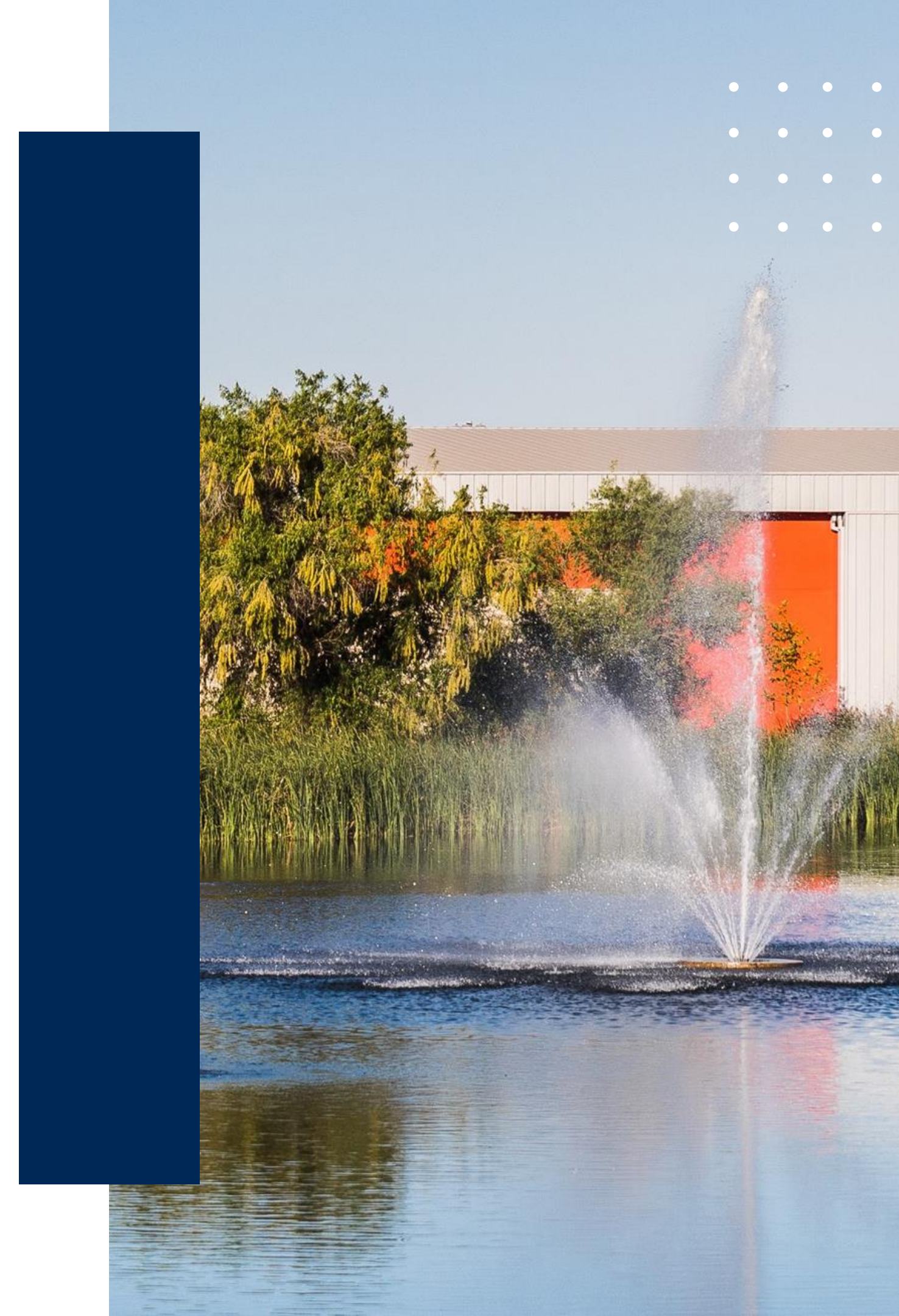
- 1 Participants will be able to determine whether or not they need to design a new survey.
- 2 Participants will be able to describe our main institutional surveys, their purposes and timelines.
- 3 Participants will be able to identify tactics to clarify survey questions to collect actionable information.



Do you need a survey?

Ask yourself:

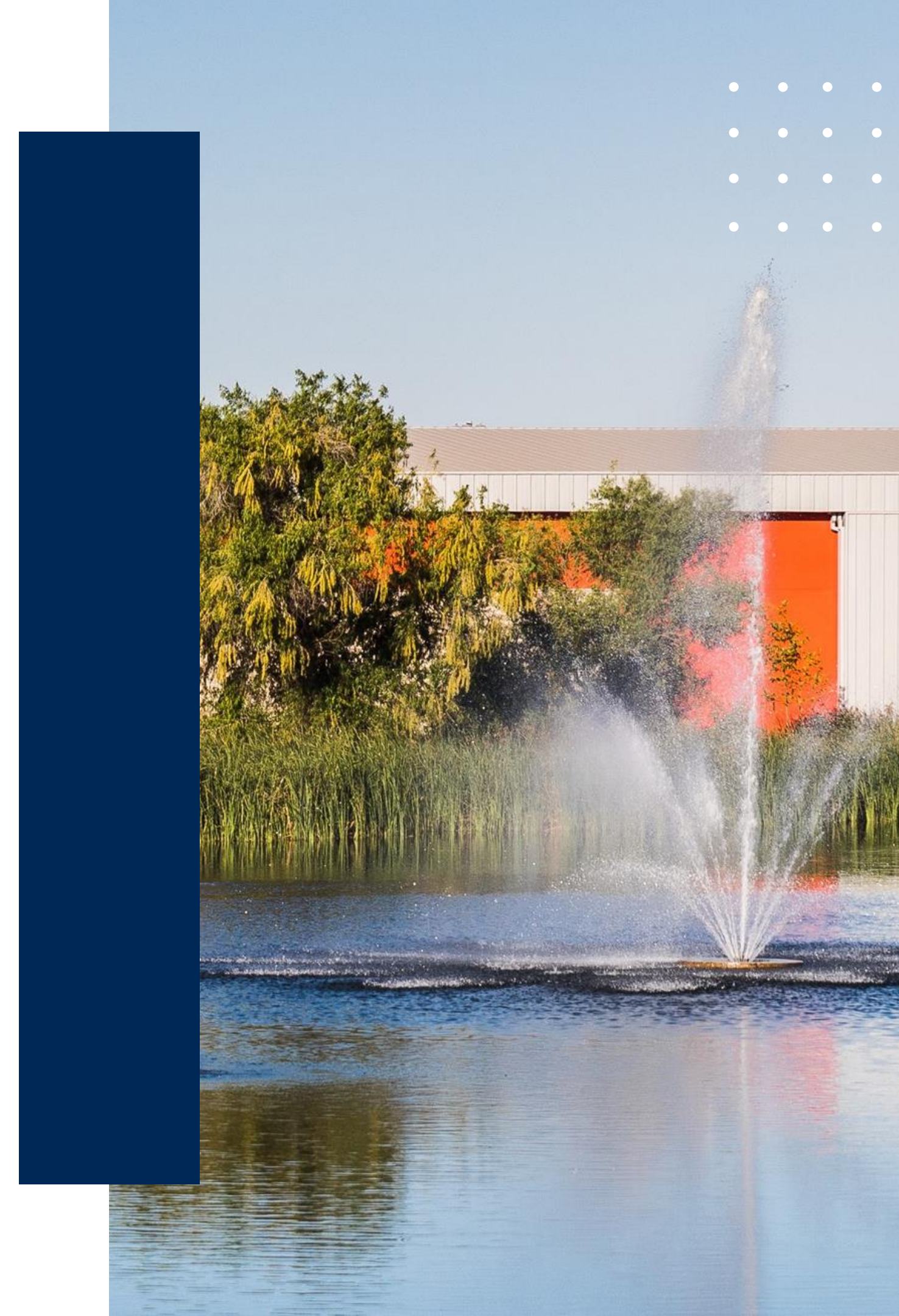
1. Do I only need qualitative data like feedback or opinions?
 - Yes: Consider focus groups, interviews, or other ways to collect qualitative data
2. Am I able to keep attendance records or track observable data?
 - Yes: Keep track of attendance records or track observable data. More accurate than survey data.



Do you need a survey?

Ask yourself:

3. Is the data already captured in institutional survey?
 - Yes: Visit the Center for Institutional Effectiveness for survey results.
- If you answered NO to each question, **it's time to create a survey.** Contact your assessment coordinator for support and utilize Survey Coordinating Committee (surveying more than 5% of any population)



Fall: New Student Surveys



- Administered in Mid-Oct
- ALL New First Years and Transfers
- Transition from Satisfaction survey to measuring behaviors associated with Student Success.

Spring and Summer Surveys

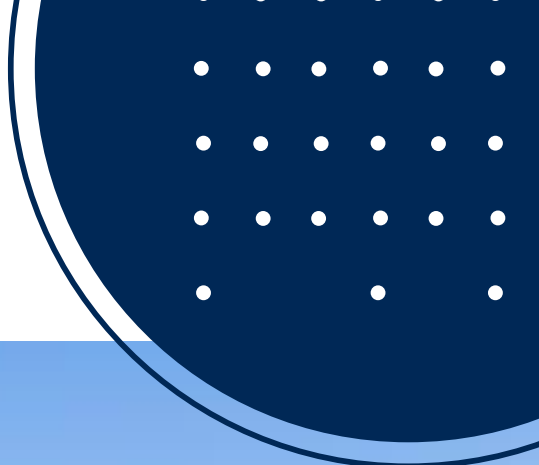
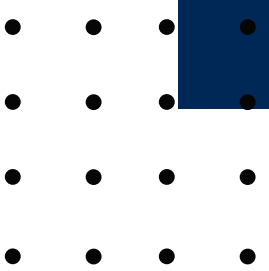
Residential Student Survey
Graduating Seniors
Alumni Journey Survey
Graduate Students

EVEN YEARS

UCUES:
University of
California
Undergraduate
Experiences
Survey

ODD YEARS

NSSE:
National
Study of
Student
Engagement



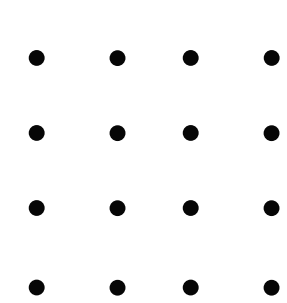
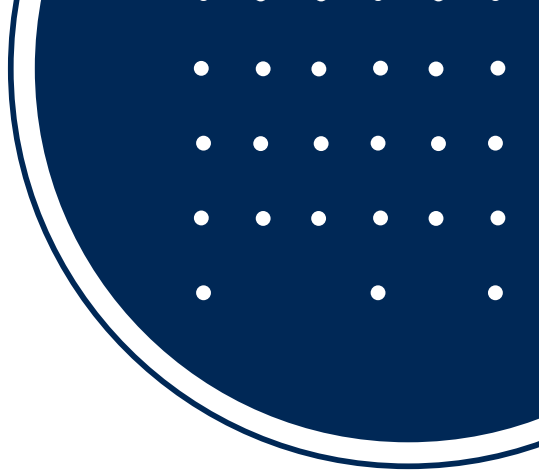
RULES OF SURVEY ENGAGEMENT

- Use Qualtrics
- Contact the Survey Coordinating Committee, if surveying more than 5% of any campus population
 - The Survey Coordinating Committee provides feedback on survey design and timing as they manage the campus calendar of surveys
 - View survey calendar at assessment.ucmerced.edu (link on Slido)

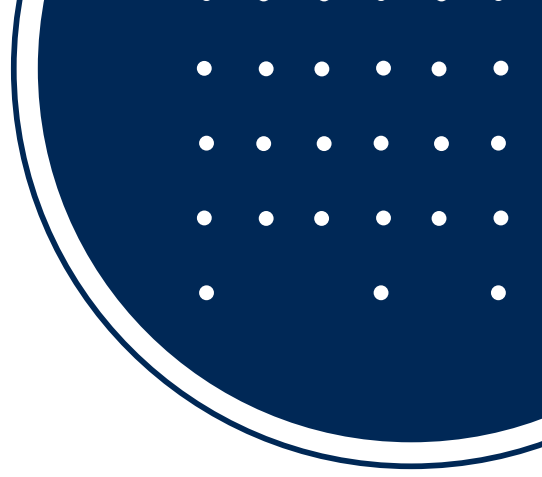


Survey Do's and Don'ts

- Don't let your survey get too long
- Don't ask leading questions
- Avoid absolutes
- Ask one question at a time
- Use interval questions

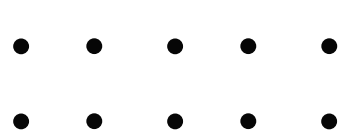


Qualtrics!!



Visit ucmerced.qualtrics.com

- Use for surveys, forms, feedback, polls
- Step-by-step guide on Slido under Resources



Question Types

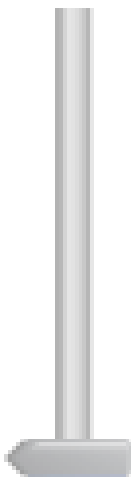
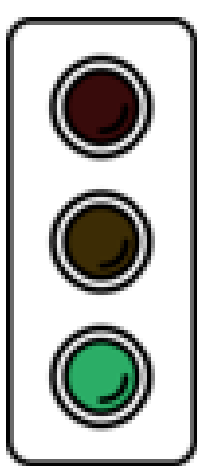
- Multiple choice
- Text entry
- Matrix table
- Slider
- Rank order
- Signature
- File upload

Click to write the question text

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
Click to write Statement 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

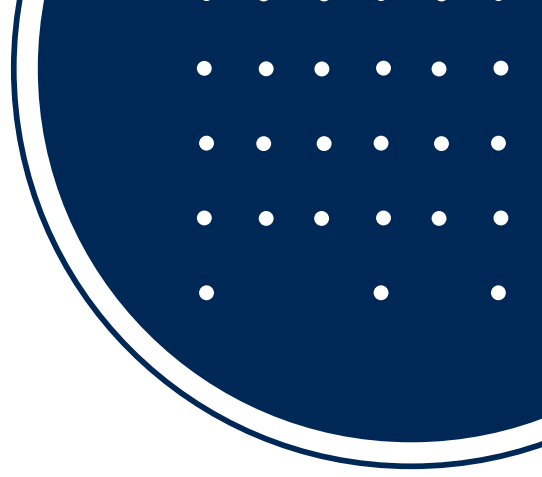
Click to write the question text

	Click to write Label 1	Click to write Label 2	Click to write Label 3								
	0	10	20	30	40	50	60	70	80	90	100
Click to write Choice 1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>										



Distribution Types

- Email
 - Create contact lists or import from Excel
 - Customize “to” “from” “reply-to” fields
 - Piped text
- Link
- Social Media
- QR Code



Thank You!

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