



University of California, Merced

# The State Of Surveys at UC Merced:

## What are we already asking our students?

Wake Up with Assessment  
May 30, 2014

Emily Langdon & Vernetta Doty  
Student Affairs Assessment Team

UCMERCED

# Learning Outcomes for Today:

**Participants will be able to identify the surveys conducted institutionally and divisionally;**

**Participants will be able to describe the types of questions and subsequent results from each survey;**

**Participants will be able to explain the difference between direct and indirect data.**

# Student Surveys through IRDS



# Summer Survey

BCSSE:  
Beginning  
College Survey of  
Student  
Engagement  
(even years to all who  
SIR by June 30)



# Fall Surveys



## New Student Survey



# Spring Surveys

UCUES (even years)  
NSSE (odd years)  
Graduating Senior  
(annually)



# Summer Surveys

Graduate Student  
(since 2007)

1-Year UG Alumni  
(since 2008)

1-Year G Alumni  
(since 2012)



# Student Surveys in Student Affairs





# Fall Surveys



## New Student Survey

# Spring Surveys

Resident Survey  
(annually, housing  
residents)

National College  
Health Assessment  
(odd years)



# Questions?



# BCSSE

- Collected in 2008, 2010, 2012 ... and 2014?
- Web-based survey conducted before incoming students attend Orientation
- In 2012, 362 students responded, very comparable ethnic/racial demographics in sample, but women are slightly overrepresented.
- Asks questions about high school classes completed, HS activities (hr/wk), academic experiences (how much reading/writing, how engaged was learning)
- Also asks about expectations in college: How much will you study? What will you get involved in outside of classroom? How difficult do you think things will be? How certain are you that you will... study abroad? Participate in class discussions? Ask for help when you struggle? Stay positive, even when you do poorly?
- Gathers financial information
- Demographics such as parents education, distance from home,



# How many close friends will attend UCM this fall?

How many close friends?	Percentage
None	57
One	22
Two	9
Three	5
Four or more	8

# Can you see use for data?



# New Student Survey

- Survey sent to all new first year and transfer students
- After 6 weeks of college at UCM
- Closes just before mid-semester grades are released
- Response rate is dwindling... In 30s to 25% in 2012
- In Fall 2010, began strong focus on Student Affairs
- Explores student satisfaction with many of our services and transition programs like Orientation and ASCEND.
- Asks the dreaded... TOP FIVE REASONS WHY ATTENDED UCM

How	Welcoming	Was	Campus?	
FIRST YRS	2010	2011	2012	2013
Very Welcoming	76.0	81.5	74.3	75.0
Somewhat Welcoming	23.5	17.0	24.0	24.0
Not Welcoming	0.5	0.5	1.7	1.0
TRANSERS				
Very Welcoming	54.4	63.1	72.0	67.0
Somewhat Welcoming	36.4	30.8	26.0	31.0
Not Welcoming	9.1	6.2	2.0	3.0



# How do we best use NSS?



# National Survey of Student Engagement (NSSE)

- Data from 2007, 2009, 2011
- No data collected in 2013, due to UC wide Campus Climate survey
- Results compared to peer institutions

# National Survey of Student Engagement (NSSE) asks

- About In and Out of Class Experiences:
  - How many papers of various length were assigned?
  - How hours per week did you study, work, participate in co-curricular activities, etc.
- About Values
- About Relationships with peers, faculty and administration

# Supportive Campus Environment

## How well do students get along with other students?

- 61% of FY students reported that their peers were friendly, supportive, and helped them feel as if they belonged.

## Are students satisfied with their overall educational experience?

- 86% of FY students reported a favorable image of this institution; 78% of seniors would have chosen this school again if they could start their college career over.

## How much time do students devote to co-curricular activities?

- 7% of FY students spent more than 15 hours a week participating in co-curricular activities. 31% spent no time participating in co-curricular activities.

## How well do students get along with administrators and staff?

- 43% of FY students found the administrative personnel and offices helpful, considerate, and flexible.

## To what extent does UCM help students deal with their academic and social needs?

- 83% of FY students felt that this institution had a substantial commitment to their academic success; 57% felt well-supported by UCM in regards to their social needs.



Are there questions we need  
to ask on NSSE?



# University of California Undergraduate Experiences Survey (UCUES)

- Data available for 2012 only...
- Will be administered SPRING 2014!
- VERY similar questions to NSSE, some overlap with NSS
- Comparison to entire UC system

During the 11-12 academic year, how often have you done the following?

	N	R	O	SO	O	VO
Contributed to class discussion	1	9	20	22	28	19
Asked an insightful question in class	5	18	24	21	21	11
Made a class presentation	7	12	19	21	25	16
Had a class where a professor knew/learned your name	2	6	12	17	29	34
Communicated with faculty member by email or in person	1	5	19	18	28	28
Interacted with faculty during lecture class	7	19	20	20	20	13
Worked with faculty on activity other than coursework	43	19	11	10	9	8
Chosen challenging courses, even when it might lower your GPA by doing so	4	10	17	20	28	21

# Graduating Senior Survey

- 37% response rate in 2012, women overrepresented.
- Library, Opportunities for Research, Rec & Athletics, Internships & Work, Post-Grad plans, Alumni Association plug
- Major-specific questions go to program
- Last year, Gen Ed questions added for Program Review purposes

# Graduating Senior Survey

Today, how connected/ disconnected do you feel to UCM?	Percentage
Very Connected	32%
Connected	54%
Disconnected	11%
Very Disconnected	3%

What 1 question would you  
ask if you could get 900  
seniors to answer it?





# Alumni Survey

- 2008 – 20013
- In 2012, 21.2% response rate
- Starts with open ended “Favorite Memory” question... masterful!
- Qs about research, career services, post-grad plans, UCM Alumni Assn
- How did UCM prepare you for life?

# How did UCM prepare you for situations that require...

	E	VW	W	F	P	VP	NA
Ability to be clear and effective in writing	35	45	18	3	0	0	1
Interpersonal (social) skills	43	29	17	5	5	0	0
Self-Awareness and Understanding	47	32	16	5	0	0	0
Ability to work as a member of team	49	26	16	4	5	0	0

E = Excellently

VW = Very Well

W = Well

F = Fair

P = Poor

VP = Very Poorly

N/A = Not applicable

Changing timing to 6 months  
out... what would you ask?



# Graduate Student Survey

- Conducted annually, since 2007
- Response Rates are high (55-64%) but confounding – do same students take surveys every year?
- Over half of respondents expect to finish degree in 2-4 years...
- Longitudinal summary 2007-12

<b>Satisfied W/</b>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Very Dissatisfied</b>
Intellectual caliber of faculty	58.1%	37.6%	3.2%	1.1%
Program's ability to keep pace with field	50.0%	39.1%	7.6%	3.3%
Adequacy of facilities	40.9%	39.8%	15.1%	4.3%
Quality of grad faculty teaching	36.6%	47.3%	11.8%	3.2%
Training in research methods	40.7%	38.5%	13.2%	5.5%
Amount of financial support	51.6%	27.5%	14.3%	6.6%
Teaching/TA support from program	33.7%	40.2%	14.1%	5.4%

These results are all on IRDS  
website... ever seen them?



# National Collegiate Health Assessment

- American College Health Association
- Student health habits, behaviors and perceptions
- Launched in 2000
- About 200 institutional and 130,000 respondents annually



# National Collegiate Health Assessment

- Conducted 3 times
  - Fall 2008, Spring 2011, Spring 2013
- Spring 2013 had 910 respondents, very representative sample, with women & transfers slightly overrepresented

# Stress:

## Consistently the #1 impediment to academic performance

- 

UC Merced Spring 2011	All Institutions Spring 2013	UC Merced Spring 2013
32%	28.5%	38.2%

What is the best forum for sharing these results?



# Resident Student Survey

- Conducted in February, includes year-long residents
- Questions about Resident Satisfaction with experience, dining, IT, staff, facilities
- Focus on academic success (e.g. noise level, access to resources)

<b>While Residing on Campus</b>	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>
Introduced to information about where to find campus resources	38%	56%	4%	1%
Developed skills to succeed academically	30%	62%	7%	1%
Introduced to opportunities to become more socially aware/ understand others from different backgrounds or cultures	36%	52%	10%	2%
Developed skills that have helped me transition to, and be successful in, college	36%	55%	8%	1%

# UCM Survey Pros and Cons

- Others design survey, market and collect data for you: Pro or Con?
- Several conducted every other year...
- Response rates dwindling nation-wide
- Indirect evidence, but hey, it's evidence!
- Open-ended questions can yield more meaningful results: emphasis on MORE

How can we translate this  
information into our evidence?





# The A Team

- Vernetta Doty, Campus Life
- Patti Hachten, Enrollment Management
- Kristin Hlubik, Wellness
- Hector Sambolin, Bright Success Center

ALSO...

- Laura Martin, Campus Assessment Coordinator

# Next Week's Workshops

- Monday: Hands on Survey Help
- Tuesday: Not Just for Grading Papers: Using Rubrics in the Co-curriculum
- Wednesday: Did your Programming Meet Expectations? Ask your Students SATAL
- Thursday: Next Steps Toward Re-accreditation With WASC

ALL AT 9:30 AM, ALL IN SAAC 209

