**Assessment Results & Improvement Plan**

<table>
<thead>
<tr>
<th>Department/Program and Degree:</th>
<th>Assessment Office</th>
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<tr>
<td>Assessment Project Name:</td>
<td>Designing Effective Surveys (examples from academic programs)</td>
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<tr>
<td>Semester/Yr Evidence Collected:</td>
<td>Spring 2012</td>
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<tr>
<td>Program Assessment Coordinator:</td>
<td>Marlene Lowe &amp; Monica Stitt-Bergh</td>
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<td>Person Submitting:</td>
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<td>Date Submitted:</td>
<td>May 2, 2012</td>
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**Executive Summary:**
As part of the spring 2012 *Taking It Up a Notch* workshops, the Assessment Office (AO) offered a workshop entitled *Designing Effective Surveys (examples from academic programs)* on April 12, 2012. The workshop was advertised as a beginner workshop.

All the workshop attendees (11) completed and submitted a workshop evaluation (100% response rate). Overall, participants found the workshop useful and effective in increasing their understanding of designing effective surveys.

1. **State the SLO(s) that was Assessed, Targeted, or Studied**
   Outcomes
   You will learn
   - What information is needed to get started
   - How to develop good survey questions
   - How to organize and lay out a survey

2. **State the Type(s) of Evidence Gathered**
   Evaluation survey

3. **State How the Evidence was Interpreted, Evaluated, or Analyzed**
   The evidence was gathered using an evaluation survey. The AO student worker ran descriptive statistics on the closed-ended questions. Open-ended responses were transcribed verbatim and grouped thematically.

4. **State How Many Pieces of Evidence Were Collected**
   11. All 11 attendees completed and submitted an evaluation (100% response rate.)

5. **Summarize the Actual Results**
   - 90% of respondents indicated the workshop was “Effective” or “Very Effective” in increasing their ability to design effective surveys.
   - 100% of respondents indicated the workshop was either “Very Useful” or “Useful.”
   - 73% of respondents indicated the level of information presented was “About Right.”
   - The remaining 23% of respondents indicated the workshop was “Too Basic.”

   The assessment benchmark is 80%.

6. **In addition to the actual results, were there additional conclusions or discoveries?**
   Number Registered = 17
Number of Registered Attendees = 8
Number of Registered Cancellations = 2
Number of Registered “No Shows” = 7
Number of Walk-ins = 3

Number of Attendees = 11

This information is being tracked in order to better plan future workshops.

7. **Briefly Describe the Distribution and Discussion of Results**
Results were distributed and discussed informally.

8. **Use of Results/Program Modifications:**
Overall, the AO is satisfied with the results. Although the workshop was advertised as “Beginner” level, many felt it was too basic. The AO needs to get a better understanding of how attendees define beginner and advanced survey development.

9. **Reflect on the Assessment Process**

10. **Other Important Information**
Appendix A

Designing Effective Surveys
(examples from academic programs)

Workshop Evaluation
(N=11)

1. To what extent was this workshop effective in increasing your ability to design effective surveys? (Check one)

   (n=11)

   45% (5) Very Effective
   45% (5) Effective
   9% (1) Somewhat Effective
   0% (0) Not Very Effective
   0% (0) Not Sure

2. Please rate the level of the information presented. (Check one)

   (n=11)

   27% (3) Too Basic
   73% (8) About Right
   0% (0) Too Advanced

3. Please rate the overall usefulness of this workshop. (Check one)

   (n=11)

   45% (5) Very Useful
   55% (6) Useful
   6% (1) Of little Use
   0% (0) Not Useful At All
   0% (0) No Opinion

4. What was the most valuable aspect of the workshop? Why?

   • All the little tidbits were wonderful guidelines to help in survey design!
   • The hints provided to design good questions & the workshopping around question construction. I wish I'd done this before designing/distributing a recent survey
   • Examples given
   • Creating good questions, the exercises
   • The discussion, putting concepts into practice by evaluating existing questions.
   • Identifying the pitfalls of survey design and working in small groups to improve surveys. This is applying what we learned immediately.
   • resource "Designing Effective Survey"
   • The resources/handouts complimented w/ step by step verbal breakdown, be very specific in open ended questions
5. What was the least valuable aspect of the workshop? Why?

too much time spent on question improvement activity
Working as a group
Absolutely! I'm beginning my doctoral dissertation + will be designing my data collection tools soon!
All valuable
It was all good!
Marlene was energetic and knowledgeable so other than being very basic-was great-thanks!
NA// Very beneficial to have handouts
n/a
None

7. Other constructive comments?

Great presentation, Enthusiastic & informed presenter
I'd like to learn how to use Survey Share
Keep up the good work Marlene & Monica Thanks
Mahalo for the resources!
Maybe a follow up @ next level.
would have liked more depth or perhaps offer an advanced survey class that included designing questions for statistical analysis or survey analysis section
Would like to see examples of good surveys from UHM