Assessment Results & Improvement Plan

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<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 co-curricular programs)</td>
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<td>Semester/Yr Evidence Collected:</td>
<td>Spring 2012</td>
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<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>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 co-curricular programs) on April 9, 2012. The workshop was advertised as a beginner workshop.

All the workshop attendees (18) completed and submitted a workshop evaluation (100% response rate). Overall, participants found the workshop useful 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**
   18. All 18 attendees completed and submitted an evaluation (100% response rate.)

5. **Summarize the Actual Results**
   - 72% of respondents indicated the workshop was “Effective” or “Very Effective” in increasing their ability to design effective surveys. The remaining 28% of respondents indicated the workshop was “Somewhat Effective” in increasing their ability to design effective surveys.
   - 94% of respondents indicated the workshop was either “Very Useful” or “Useful.”
   - 72% of respondents indicated the level of information presented was “About Right.”
     The remaining 28% 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 = 21
Number of Registered Attendees = 17
Number of Registered Cancellations = 1
Number of Registered “No Shows” = 2
Number of Walk-ins = 2

Number of Attendees = 18

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:
The AO is unsatisfied with the results. To improve effectiveness, the AO will ensure handouts are clearly described during the workshop. Also, the AO will consider providing PowerPoint hands. 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 co-curricular programs)

Workshop Evaluation
(N=18)

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

(n=18)

56% (10) Very Effective
17% (3) Effective
28% (5) Somewhat Effective
0% (0) Not Very Effective
0% (0) Not Sure

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

(n=18)

28% (5) Too Basic
72% (13) About Right
0% (0) Too Advanced

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

(n=18)

44% (8) Very Useful
50% (9) 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?

• 7 simple steps are easy to share w/ staff and colleagues who are also designing surveys
• Discussion on how to revise survey questions-w/small grp. + large grp.
• Example of a survey draft and the improved version for comparison.
• Extremely clear summary of survey design, Best I have seen.
• Going over the green sheet
• Going through the actual questions that needed to be revised because it gave us good examples and actual hands on practice.
• How to design effective questions.
• Improve quality of our surveys-good insights
• Learning how to change survey questions to make sense
• Moving the demographic info to the end of the survey
• Practicing/Improving survey questions-green sheet
• Presentation was informative and knowledgeable, team showing was fun.
• Quick, chance to share and stay awake
• Seeing how the smoking survey evolved into the pamphlet
• The concept of a pilot test survey, as well as having us analyze the sample survey questions.
• The resource guide because I can share it with my coworkers. It's a good tool to use.
• The whole framework of Today's presentation is really good and useful to me. It seems that the lecturer didn't cover online-based survey.
• Understanding what is important, and the many pitfalls to look out for

5. What was the least valuable aspect of the workshop? Why?

• "Use results" and "analyze" sections were not as detailed
• A bit too basic-wanted some discussion on the types of questions and rating
• Felt the given "Your Turn" section could've been facilitated
• Not going through the resource guide step-by-step. The powerpoint was good but didn't follow the handout.
• notes/handout didn't match powerpoint
• Question development
• Survey
• Nothing was not valuable; maybe the "assessment orientation" @ the beginning?
• All topics presented were great.
• N/A
• No
• None

7. Other constructive comments?

• Would appreciate notes prior to the workshop
• Would appreciate a ppt print out at workshop, but understand that not everyone would
• Please provide print out of your presentation so we do not take notes
• It would have been nice if the yellow sheet had covered the entire presentation (the tips only covered through response construction)
• I really enjoyed seeing the improvement in the smoking survey.
• brief but complete, gave great tips
• Could you bring other examples of well-designed surveys? (I really liked the Stop Smoking Survey)
  Could you offer intermediate/advanced workshops in designing surveys?
• More graphic layout examples
• Do a more advanced workshops on this that also focuses on the modalities and options to survey @ UHM-expand on FAQ's portion
• Want to learn more about increasing response rates...helpful tips/hints...what current research suggests on this topic.
• Good overlap
• I had to leave early; not sure therefore everything covered by 3:15...
• No
• Thank you
• Thank you-organized, clear & interesting-as always