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Evaluations and Beyond! Exploring the Universe of Institutional Research Surveys

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IRE



MCNEESE.
STATE UNIVERSITY

Office of Institutional Research & Effectiveness

McNeese State University

- Located in Lake Charles, Louisiana
- Founded in 1939
- SREB 3 Institution
- Award Bachelors, Masters, Graduate Certificates, and Education Specialist degrees
- Fall 2019 Enrollment of 7,302



Class Climate Evolution

- Primary reason to purchase Class Climate was for Student Evaluation of Instruction (SEI)
- Prior to Class Climate, administered using hard copy forms
- Web surveys administered via a home-grown system
- Purchased Class Climate in Summer 2007



Decision Making and Survey Development Process

- How did we decide which surveys to do in Class Climate?
- Who did we involve in the development of surveys?
- What kinds of institutional knowledge did we acquire, and how did we utilize it?
- How does having a flexible tool make it possible to better serve our institution?

There's a Whole Universe of Surveys Out There

- If you can think it, we can find a way to do it
- If you have a question, we can find you an answer



How did we decide which surveys to do in Class Climate?

- Based on necessity
- Based on priority
- Based on requests
- Goal is to try and do all surveys asked of us

Who do we involve in the development of surveys?

- Administrative surveys mainly developed by our IRE office staff or were prescribed
- Satisfaction surveys involve the survey owners for question development, survey layout, administration method, etc.

What kinds of institutional knowledge did we acquire, and how did we utilize it?

- Have many examples of this
- Student Evaluation of Advising
- Administered to all students registered for next term
- Results are used for QEP Report, as well as initiatives

How does having a flexible tool make it possible to better serve our institution?

- Allows us to collect more reliable data
- Makes it easier to build and design a survey instrument.
- Results are available quickly, which allows for streamlined delivery of results
- Cuts down on costs, due to decreased usage of paper and ink
- Cost savings for institution

Examples of Surveys

- GradFest Survey
- Administrator Evaluations
- Athletic Compliance Survey
- Registrar Service Survey

GradFest Survey



- Administered online to graduating students
- Developed in order to assess and gauge student learning, college experiences, and future employment plans
- Developed by a committee
- Results used for QEP reporting, improvement in student learning and compilation of graduating student employment and future plans
- Results used for General Education assessment and reporting

Administrator Evaluations


- Developed by Office of IRE
- Mandated by governing board
- Questions prescribed to us
- Used to monitor trends in individual scores over time
- Used as support mechanism for the Annual Performance Review Process

Class Climate	Administrative Performance Evaluations - Spring 2010		SCANTRON
Administrator Being Evaluated:			
Mark as shown: <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> This is the correct way to select a box Correction: <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> This is the way to change or correct an answer			
<p>You have been selected to evaluate the administrator listed above. Please take a few minutes of your time to complete this evaluation. All evaluations are to remain anonymous. You are encouraged to provide constructive comments in any area. Toward an effort for continuous improvement, you are asked to provide written comments on every question that you rank with a score of 2 or below.</p> <p>Do not make copies of this form. Please return original completed forms to the Office of Institutional Research, Box 92215, Lake Charles, LA 70609 by Wednesday, March 10, 2010. We appreciate your participation and contribution in assessing the performance of McNeese administrators.</p> <p>Please mark the box that best corresponds to your perception of the administrator. If you feel that you have not worked closely enough with the administrator over the past year to evaluate them, please mark the box labeled "N/A."</p>			
Shows a positive attitude about MSU.	(5) Almost Always	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(1) Almost Never <input type="checkbox"/> N/A
Shows consideration for others.	(5) Almost Always	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(1) Almost Never <input type="checkbox"/> N/A
Performs work in a professional manner (objective, consistent, and fair.)	(5) Almost Always	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(1) Almost Never <input type="checkbox"/> N/A
Communicates and listens well.	(5) Almost Always	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(1) Almost Never <input type="checkbox"/> N/A
Is accessible.	(5) Almost Always	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(1) Almost Never <input type="checkbox"/> N/A



Athletic Compliance Survey

- Administered at Orientation
- Developed in order to comply with Title IX law
- Developed by university compliance officer and compliance committee
- Results used to assess athletic interest of incoming student body for compliance with Title IX law.
- Data used for any other reports that require data

Class Climate	McNeese State University Freshman Survey of Athletic Interests and Abilities	SCANTRON
2019		
Mark as shown: <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> This is the correct way to select a box.		
Correction: <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> This is the way to change or correct an answer.		
<small>The purpose of this survey is to assist McNeese State University in determining the athletic interests and abilities of its student body in order to maintain compliance with Title IX of the Education Amendment of 1972 and its implementing regulation found at 34 C.F.R. Part 106. While McNeese offers numerous sports for men and women at the varsity, club and intramural levels of competition, an expression of interest in a particular sport or sports not offered does not guarantee the sport will be offered without sufficient participants to sustain a viable team and available competition.</small>		
Your Gender		
Gender <input type="checkbox"/> Male <input type="checkbox"/> Female		
Interests		
<input type="checkbox"/> I have no interest in participating in organized sports (if you marked this statement, you have completed the survey.) <input type="checkbox"/> I am interested in participating in one or more of the following sports.		
Please indicate the sport(s) you are interested in and the type of competition. (Please check all that apply)		
<small>Intramural: Non-NCAA Competition (MSU campus competition only) Club: Non-NCAA Competition (Club teams compete with other universities) Varsity: NCAA Intercollegiate competition</small>		
1. Archery:	<input type="checkbox"/> Intramural <input type="checkbox"/> Club	<input type="checkbox"/> Varsity
<input type="checkbox"/> N/A		
2. Badminton:	<input type="checkbox"/> Intramural <input type="checkbox"/> Club	<input type="checkbox"/> Varsity
<input type="checkbox"/> N/A		
3. Baseball:	<input type="checkbox"/> Intramural <input type="checkbox"/> Club	<input type="checkbox"/> Varsity
<input type="checkbox"/> N/A		
4. Basketball:		



Registrar Service Survey for Faculty and Staff

- Developed by University Registrar
- Questions determined by Associate VP of Enrollment Management
- Used for assessment reporting, internal monitoring, and to assess satisfaction with their office

Testimonials

"As the Coordinator of Orientation and the Chair of the University Faculty Advising Committee, Class Climate has been a major benefit to gathering data and making positive changes to Orientation and Advising Workshops each year. It is important that we make Orientation enjoyable and beneficial to all the students. By working with Dane and Tonya, I am able to create a specific survey that is easy and quick for the students and also relatable to each group of students. We are also able to have the students complete the surveys online which makes it a lot quicker to get feedback to make improvements or changes."

-Karen Westfall, Assistant Director of Advising and Coordinator of Orientation



Testimonials

“The marketing and licensing office at McNeese has benefitted greatly from the use of Class Climate to conduct our incoming freshman marketing surveys for almost ten years. The ability to collect not only data on the relevance of the methods we use to market to the students, but also their comments about the quality of the marketing efforts, has given us a solid foundation for making data-driven decisions as we plan our marketing strategies for the upcoming year. The Class Climate surveys also offer us the opportunity to measure changes in the data year over year and project trends that we may not see otherwise.”

-Ginny Karg, Director of Marketing and Licensing

“Class Climate has been a very useful product for the Office of Internal Audit. My office has used the product to obtain customer and managerial responses to surveys. Each survey can be easily modified to fit the needs of the department, whether it be a written response, drop down lists, yes/no answers, etc. The surveys can be set up to send out via email to groups within the organization or outside of the organization. Class Climate neatly presents all results identifying the number of respondents, providing averages for each category, and providing overall results. This has been a wonderful tool for obtaining feedback from personnel across campus to assist in improving the Office of Internal Audit operations and meeting the needs of the university.”

-Victoria Roach, Director of Internal Audit



Questions?



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Thank you!

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