

Student Affairs Assessment Council

Minutes

April 4, 2012

Attendance: Rebecca Sanderson, Maureen Cochran, Ruth Sterner, Rick DeBellis, Melissa Yamamoto, Jennifer Vina, Doug Severs, Michele Ribeiro, Marcey Bamba, Eric Hansen, Linda Reid, Kami Hammerschmith, Carolyn Killefer, Tina Clawson, Kent Sumner, Rick Stoddart, Jo Alexander, Jodi Nelson

Welcome to the Assessment Council: Rick Stoddart, Assessment Librarian

Collaboration on new reporting template for the Annual Report to the Provost

Rebecca has been having discussions with Susie Brubaker-Cole about the new format that Rebecca has developed for reporting departmental metrics. Susie is interested in adapting a similar format to meet the needs for the Annual Report to the Provost.

Council members who indicated they would be interested in being involved in this discussion as it moves forward: Rick Stoddart, Carolyn Killefer, Jo Alexander & Ruth Sterner

Qualtrics Demonstration & Discussion

While Rebecca was out there were a number of emails about getting a new survey tool for the campus. The BSG survey tool is going away and there is a need. A group of people at OSU are looking at Qualtrics as a possible solution. Both Maureen and Rick Stoddart have some experience with the tool.

Rebecca reported that she had been in email contact with Chris White and Malcolm LeMay about the survey tool and had asked that along with discussion about a tool, there needed to be discussion about the survey environment at OSU. Rebecca will be meeting with Chris White on Friday and will continue the discussions. In terms of a survey tool for the university, it seems like Qualtrics is a useable, powerful tool.

Survey Fatigue

If Qualtrics is adopted as a survey tool to which the whole campus has access, Rebecca anticipates an increase in the number of surveys that students will be asked to complete. With an already over-saturated survey environment, this poses a real concern and an essential conversation for our campus to have. Both Accreditors and IRB have received complaints from students about receiving so many surveys.

Examples of solutions that others have tried:

- Hold an “Assessment Day” during which students would not have classes and would instead be asked to complete various assessments.
- Create and manage a “survey clearinghouse” or some sort of “gate keeper” at the university level.

There seems to be interest at the administrative level in sorting this out, someone needs to spearhead the discussion and seek solutions.

Financing a campus-wide tool

The Student Affairs Division was asked if we would be willing to fund a portion of the campus-wide license. This proposal was not supported by Larry because funding for a campus-wide tool would be more appropriately funded through the Provost’s Office rather than by individual units or departments.

At this time, the Student Affairs Assessment Council agreed that they did not want to give up Student Voice Baseline in favor of Qualtrics. Baseline license offers survey consultation, review of surveys for good survey development, etc. Further surveys in word are put into Baseline by personnel at Student Voice/Campus Labs which saves some time. The Council has no problem necessarily with Qualtrics but believes at this point that Student Voice/Campus Labs is something we want to continue for now.

Demonstration

Maureen demonstrated some of the more basic features of Qualtrics and talked about additional more advanced features that are available. Additionally, Maureen will send out a link to another Qualtrics webinar as well as some taped webinar demos of how Qualtrics works that Council members can view at their desks.

Next Meetings:

April 18, 2012
MU Council Room
9-10:30am

May 9, 2012
MU Council Room
9-10:30am