

University Survey Committee Meeting Notes September 16, 2009

In attendance: Sandi Gillilan, Ava Nienaber (for Melissa Gorbandt), Mary Lepper, Laurie McDowell, Carl Miller, Jim Nilson, Keley Smith-Keller, Daryl Wright, and Erin Mulligan.

Welcome and Introductions

Daryl introduced IR's newest analyst, Erin Mulligan, to the committee members.

Develop a Blackboard Site

Daryl referenced the previous meetings and the need distribute survey instruments and data. Based on suggestions from previous meetings, the recommendation was to use a Blackboard site. Erin suggested using the UPAC Blackboard site in order to eliminate the need for creating a new Blackboard site. The suggestion stems from conversations that occurred in previous UPAC meetings where members mentioned the need for access to survey reports in order to accomplish their planning and progress reports. Laurie mentioned that the Executive Dashboard Blackboard site could be used as a survey data repository. The idea was further reinforced when Laurie stated she is working with IT to allow all NKU users (i.e. faculty and staff) access to the Executive Dashboard site. Everyone agreed that using the Executive Dashboard allows data to be available to those who need access without violating FERPA.

Erin asked if individuals were interested in accessing raw data to various surveys. Sandi mentioned that several individuals were interested in having access to either raw data or pivot tables similar to those posted on IR's website. Daryl followed up by asking if there is a specific need for the raw data and if IR could assist in a specific request.

Survey Software Package/License

Daryl mentioned that he would like the committee to work on a recommendation to purchase a university wide survey package/license. Jim mentioned that it is possible to purchase an enterprise level license. Mary stated that if this recommendation is taken seriously, NKU needs to consider purchasing a software package that is robust enough to cover course/faculty evaluations. Mary is already concerned that Kathy Bennett and her team do not have the time or resources to develop a more efficient online course/faculty evaluation other than what has already been created.

Daryl would like to look at which survey software packages are currently being used by individual departments. Several of the members stated that they were aware of departments using Survey Gold and Survey Monkey. Erin agreed to submit a request to the comptroller's office to determine the departmental expenditures being utilized for survey software. Keley also pointed out that the majority

of the survey sites are not being managed on NKU's server and questioned whether or not the data being managed on a server outside NKU would become an issue.

Carl stated there is an option to use assessments in Blackboard. He asked whether or not it was possible to use Blackboard assessments as survey administration tools. Several individuals were concerned whether Blackboard assessments could fulfill the assessment needs for the university.

The topic concluded by Mary stating she will look at vendors when she attends the December SACS meeting.

Survey Inventory

Carl asked about the level of specificity of the NKU Survey Inventory document. Will the document need to record individual department surveys or will the document reflect university wide surveys (i.e. senior and alumni surveys)? Keley followed up with a concern that departments are conducting senior and/or graduate surveys; however, they are not sharing the information. In order for comparisons to be made across academic departments, Keley would like the survey results to be available. Daryl and Keley both recognized that forcing individual departments to provide survey data and/or reports would need to come from a higher power.

Mary had issues during SACS re-accreditation. In order to obtain needed survey results, Mary and her department had to go unit by unit. Mary stated that posting and providing data is strictly voluntary right now. Daryl stated that the University Survey Committee could propose a structure on providing report analyses and that it may be most beneficial to provide access to survey instruments. Many group members agreed. Those who agreed stated that providing access to survey instruments would eliminate the need for other departments to "re-invent the wheel" when a survey needs to be administered.

Senior Survey

Daryl provided a background on the senior survey re-engineering process. The need for a re-engineering process stems from the transition from SIS to SAP. Daryl stated that the student's application for graduation will be the event that starts the senior survey process (this is a change from the original process, in which the student's attaining 90 credit hours was the key event). The change will result in a closer number of students who take the survey and earn bachelor's degrees. In addition, the change will make NKU's senior survey process more compliant with VSA's needs. The proposed process intends to recommend ending the practice of using diploma holds in the senior survey process because it's been confusing for students and staff.

Mary agreed that coordinating graduation application with taking the senior survey would be more ideal. She stated that the majority of other Kentucky universities use the graduation process as the point to survey seniors. Sandi questioned whether or not IR was willing to work with Student Affairs to merge their senior survey into one university senior survey. Erin followed up by stating there are intentions to work with Kim Schraffenberger on this process. Keley was concerned that the current survey is too long and was questioning whether or not the survey length will be taken into consideration. Erin agreed that

survey length will be taken into consideration and that versions of varying length could be developed within the proposal.

Mary questioned whether or not there was a need to present the proposal to the Board of Regents. Daryl followed up by stating the proposal will first go to the University Survey Committee members.

Alumni Survey

Erin shared an executive summary of the report provided by a student team from NKU's Master of Science in Industrial and Organizational Psychology program. The group provided recommendations on how to change the alumni survey instrument and process in the hopes that their recommendations can be implemented in order to increase response rate for the upcoming 2010 Alumni Survey. The majority of the discussion focused on the proposed length of the survey and the potential methodology that could be used. In addition, the group discussed whether or it is effective to survey alumni who obtained their bachelor's degree five years ago. Keley was in favor of continuing to survey alumni who obtained their bachelor's degrees five years ago. She stated it was at this time that the majority of alumni are starting to earn salaries that will allow them to provide charitable contributions to the university. Keley mentioned that Marilou Singleton and/or Deidra Fajack would be more inclined to know which populations should be surveyed during the next alumni survey iteration.

Mary also stated that there is a need for a graduate alumni survey for accreditation purposes. Sandi mentioned that Chase currently administers and analyzes an internal alumni survey.