

How to Use Baseline Self-Service Survey Builder: An Introduction

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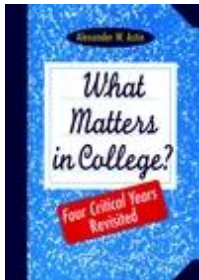
Learning Outcomes

As a result of this session, you will

- Know how to get started on your first survey project.
- Feel comfortable using Baseline.
- Know who to contact if you have Baseline questions.

What is assessment?

- Gathering information about the functioning of students, staff, and higher education institutions for the purpose improving the functioning of institutions and its people.



Alexander Astin

Types of Assessment Projects

- Track usage of services
- Determine needs and preferences
- Measure satisfaction and importance
- Measure learning outcomes
- Measure effectiveness of workshops, programs, and policies
- Develop performance metrics and conduct benchmark studies



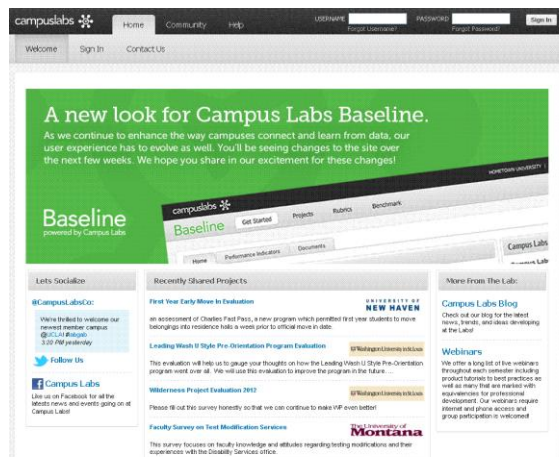
Populations to Assess

- Students
- Staff/Administrators
- Faculty
- Employers
- Community members
- Alumni
- Other constituents



What is Campus Labs?

- Formerly Student Voice
- Provides tools to easily survey students, staff, and other clients.
- Access to an on-line higher education community that includes tutorials and resources like sample surveys.
- Provides web-based technology for data collection, analysis, and reporting.



Baseline Consultants Help You With

Preparing your survey

- Defining the goals and objectives of your survey
- Formatting & wording your questionnaire
 - Email Baseline the questions in a Word file

Administering your survey

- Sending out invitations and reminders to complete your survey via email
- Providing suggestions for enhancing response rates

Analyzing the results

- Using Baseline's tools to analyze your results
- Interpreting your results
- Incorporating data into reports and presentations

Survey Administration Options: Online

Mass Mailing:

- Customize e-mail text and paste in addresses
- System creates a unique link for each e-mail to which it is sent
- Ensures each respondent completes it only once, with option to pick up where left off
- Set up reminders which are sent only non-respondents

Generic Link:

- Can post on website, advertise in publication, send in email to listserv
- Responses are anonymous
- Respondents can access the link an unlimited number of times
- Option to add validation screen for identity collection

On-Line Survey Support

Baseline will

- Format your survey.
- Provide advice on question wording and response options
- Send reminders at intervals designated by you, if you are using email invitations.

The screenshot shows a web browser window with the UCSD logo at the top. Below the logo, it says "0% Complete" and "College Choice FA09". The survey consists of three questions:

Question 1: Did you know about the UC San Diego college system before you completed the UC application?

- ☐ Yes, the distinctions were really clear
- ☐ Yes, in a kind of general way
- ☐ Not really yes, not really no
- ☐ No, it was pretty confusing
- ☐ Didn't have any idea

Question 2: How did you find out information about the colleges? (Check up to three)

- ☐ Alumni recommendation
- ☐ College webpages, specifically
- ☐ Counselor at my high school told me
- ☐ DISCOVER UC SAN DIEGO viewbook
- ☐ Going on a campus tour
- ☐ Other website, not affiliated with UCSD
- ☐ Talk to family
- ☐ Talk to friends
- ☐ UC San Diego General Catalog
- ☐ UC San Diego website in general
- ☐ Visit at my school from UCSD Admissions officer

Question 3: Of the following criteria, which was the one that was the most important to you when selecting a college?

- ☐ College philosophy
- ☐ Location of the college
- ☐ Name of the college

Survey Administration Options: PDA

Ideal for:

- ✓ Point of service
- ✓ During/post event

Requires:

- ✓ PC
- ✓ Active internet connection

Survey considerations:

- ✓ Limited set of questions with a finite number of response options
- ✓ No open-ended comments



Student Affairs has 10 PDAs, to borrow, contact Lindsay Dawkins, ldawkins@ucsd.edu, administrative assistant to AVC Spriggs.

PDA Support

campuslabs
UNIVERSITY OF CALIFORNIA, SAN DIEGO

Home
Community
Baseline
Help
MARLENE LOWE

Overview
Webinars
User Guide
PDA Support
Apple Support
Security Statement

Palm PDA Support

Setup

General Information

Troubleshooting and FAQ

The following steps are for your initial setup with PDAs supplied to you by StudentVoice. It is recommended that you contact StudentVoice at 716-652-9400 to ensure a smooth installation.

Minimum Requirements

- PC running Windows 2000/XP/Vista with an open USB port and no previous installation of Palm Desktop (Mac users must have a PC environment)
- All PDAs being used for this project
- Cradle or HotSync cable (whichever was provided with the PDAs)
- Active Internet connection

Avoid Installation Problems

- You must have administrative privileges (the ability to download and run programs) to perform the software installation on your PC. If you are unsure of your privileges, consult your IT department.
- If you do not have administrative privileges, your IT staff must install the software using your personal login, as the software is accessible only by the login used for installation (i.e., if your IT staff installs the software using a login other than yours, you will not see the programs on your computer when you use your own login).
- Be sure the PC does not have any type of Palm software (e.g., BlackBerry) already installed. If it does, either remove the existing Palm Desktop (which may affect any non-StudentVoice PDAs) or find a different PC.
- Close any open programs before you install StudentVoice or the Palm Desktop software.

Download Software

- Download **Palm Desktop** by clicking the link of the appropriate version listed under **Necessary Downloads** (located on the left side of this page):
 - On the Palm Desktop page, click the orange **Download** button (located on the right side).
 - If your download doesn't start immediately, click the **PalmDesktopWin14EN.exe** link.
 - When prompted, **Save** the file to your PC desktop.
 - Close** the file when the download is completed.
- Download **StudentVoice Installer** by clicking the link listed under **Necessary Downloads**:
 - When prompted, **Save** the file to your PC desktop.
 - Close** the file when the download is completed.

Necessary Downloads

Palm Desktop

This software is necessary to HotSync Palm-based PDAs to your computer.

- [Palm Desktop \(XP\)](#)
- [Palm Desktop \(Vista\)](#)

** Please contact Campus Labs for assistance with installing this version of Palm Desktop.*

StudentVoice

This software is needed to collect data on the PDA and, when HotSynced, will transfer the data to secure StudentVoice servers.

- [StudentVoice Installer](#)

Survey Administration Options: Apple Devices



Mobile app



Ideal for:

- ✓ Campus pulse
- ✓ Point of service
- ✓ During/post event



Requires:

- ✓ Campus purchased Apple device with Campus Labs app installed
- ✓ Does **not** need constant wireless connection

Survey considerations:

- ✓ 8 – 10 questions
- ✓ Limited comments

Apple Device Support


studentvoice

campuslabs

Your Name
StudentVoice Demo
[Edit Profile](#) | [Sign Out](#)

[Home](#)
[Community](#)
[Baseline](#)
[Help](#)

[Overview](#)
[Webinars](#)
[User Guide](#)
[PDA Support](#)
[Apple Support](#)
[Security Statement](#)

Apple iPod Touch (iPhone) Support

Setup
[Using SV Mobile](#)

Getting Started with Your Apple Device

The following steps are for your initial setup of the SV Mobile application on your iPod touch or iPhone devices.

Minimum requirements to get started using the SV Mobile application are:

1. Computer with iTunes installed
2. iTunes account
3. Apple iPod touch or iPhone device (with firmware version 2.2.1 or later)
4. Wireless internet connection
5. StudentVoice username and password

Download iTunes

This software is necessary to activate brand new iPod Touches and to create an account. If your devices have been used before, especially with Campus Labs, you may not need to install iTunes.

1. [Download iTunes from Apple](#)
2. Save the file to your desktop
3. Once downloaded, run the installer (you may need administrative privileges to install applications on your computer)
4. Follow the instructions in the installation wizard

iTunes Account

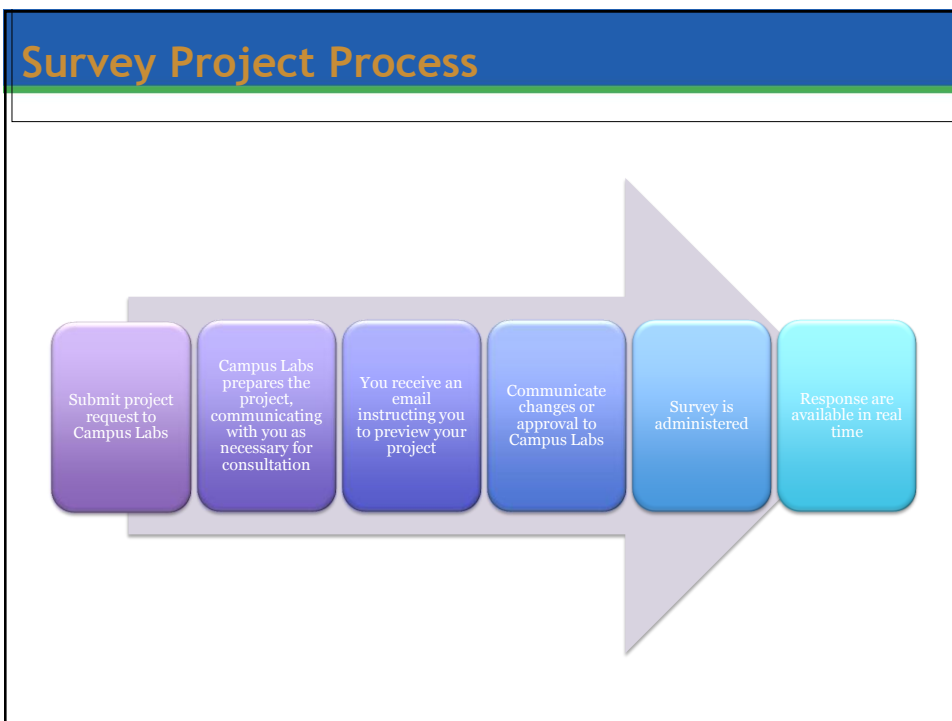
You will need an iTunes account to download applications from the App Store. You may use an existing iTunes account. If you already have one. If you need to create an account, you can [setup an account with a credit card](#) (SV Mobile is free, but a credit card will be needed if you will be downloading any paid applications or media) or [setup an account without a credit card](#).

For any other questions with iTunes or iTunes accounts, please visit <http://www.apple.com/support/itunes/>

Establishing an Internet (Wi-Fi) Connection

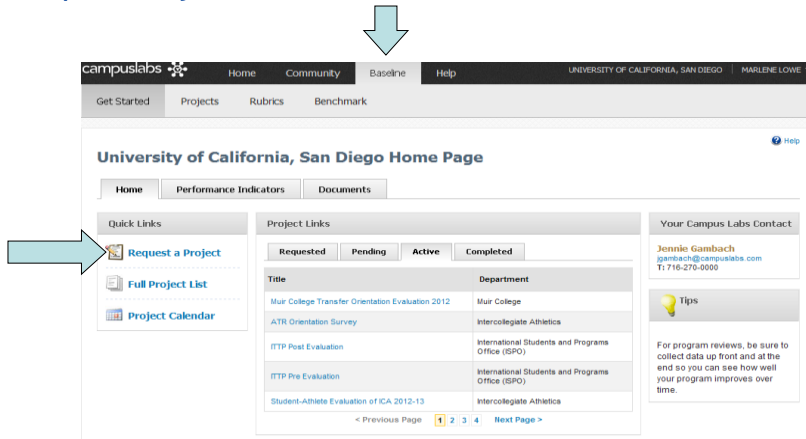
Note: If you are using an iPhone, you should always have an internet connection through AT&T's data plan.

1. On the iPod Touch home screen, tap the Settings icon.



Request a Project

- Submit your project at least 5 days prior to desired survey launch
- Log into Campus Labs <http://www.studentvoice.com>
- Click “Baseline”
- Click “Request a Project”



Project Page

- Enter project information
- Name, start and end date, project source
- Plan to use PDAs?
- Plan to email survey?
- Need help from a Baseline consultant?

Project Information

Provide a title that accurately describes your project. Consider adding semester/quarter information to the title in order to distinguish between similar project titles. Indicate your department or the department the project is associated with. If a project is associated with more than one department, include this information in the additional notes section on the final screen. If your department is not listed, contact your on-campus assessment coordinator or StudentVoice directly.

Project Title:

Department:

Open Date:

Close Date:

Project Source:

- ☒ New StudentVoice Project
- ☐ Copy of Existing StudentVoice Project (select if you have already done the project with StudentVoice at least once)
- ☐ Other Assessment (Project Outside of StudentVoice)

Tracking Event: ☐ This project will be a Tracking event.

PDA Information

Which PDAs will you be using?

- ☒ None
- ☐ All
- ☐ List specific PDAs (PDA numbers are listed on the back of each PDA)

Email Information

Do you plan to use the StudentVoice email distribution (mass mailing) system to administer the project?

- ☒ Yes
- ☐ No
- ☐ Not sure

Additional Assistance

StudentVoice can offer assistance with project design, when needed. Recommendations may pertain to question phrasing, answer choices, scales, and question sequence.

Would you like a StudentVoice assessment professional to review and make suggestions that could improve your project?

- ☒ Yes, I would like a StudentVoice assessment professional to make suggestions that may improve my assessment project.
- ☐ No, I would NOT like a StudentVoice assessment professional to make any suggestions. Please leave the project exactly as is in terms

Project Page

- Upload your Word file with the survey questions.
- Create your invitation email.
- Upload your Word or Excel file with your email list of recipients of the survey.

Projects > Dashboard

Student Community Service Needs Assessment

Status: Pending
 Date Created: 1/10/2011 1:58:06 PM
 Build Date: 3/23/2012 4:58:17 PM
 Active Date Range: 3/26/2012 12:00:00 AM - 5/30/2012 11:59:00 PM
 Department: Community Service

[Preview](#) [Outline](#) [Sharing](#)

Results

Saved Views

Administration (WebFOA)

Satellites

NOTE: Any links listed below WILL RECORD DATA and should not be used to preview the project. Click the "Preview" button to view the project without recording any data.

<http://studenvoice.com/campus/StuCmtySvcNeedsAssmt>

☒ Show Link

Devices

There are no devices assigned to this project.

Mass Mailings

Original Request Details

Project Files

Name	Date Uploaded	Size
CommunityServiceAssmt.doc	1/10/2011 1:01:58 PM	25.50 KB

[Delete](#)

[Choose File](#) No file chosen [Upload](#)

NOTE: Each file must be less than 4MB.

Additional Project Notes

Sample Size Calculator

Confidence Level: 90% 95% 99%

Confidence Interval: %

Population Size:

Estimated Response Rate: %

Sample Size Needed:

Send Out To:

[Calculate](#)

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Survey Preview

Leadership Development Outcomes Study 2011

Description: Please have this project ready to preview by November 1, 2011. we will also be using the existing demographic file that we uploaded. Thank you!
 Date Created: 9/16/2011 2:10:58 PM
 Date Range: 12/1/2011 12:00:00 AM - 12/9/2011 11:59:00 PM
 Word PDF

Page - 1

Since becoming involved in a leadership role during this academic year:

Q1 I have become a mentor for another student.

Strongly Agree [Code = 5]
 Agree [Code = 4]
 Neutral [Code = 3]
 Disagree [Code = 2]
 Strongly Disagree [Code = 1]
 Not applicable [Code = 0]

Required answers: 0 Allowed answers: 1

Q2 I have become more active in the university community.

Strongly Agree [Code = 5]
 Agree [Code = 4]
 Neutral [Code = 3]
 Disagree [Code = 2]
 Strongly Disagree [Code = 1]
 Not applicable [Code = 0]

Required answers: 0 Allowed answers: 1

Q3 I have gained confidence in working with people with different backgrounds and beliefs.

Strongly Agree [Code = 5]
 Agree [Code = 4]
 Neutral [Code = 3]
 Disagree [Code = 2]
 Strongly Disagree [Code = 1]
 Not applicable [Code = 0]

Required answers: 0 Allowed answers: 1

Q4 I am prepared to be a leader in my community.

Strongly Agree [Code = 5]
 Agree [Code = 4]
 Neutral [Code = 3]
 Disagree [Code = 2]
 Strongly Disagree [Code = 1]
 Not applicable [Code = 0]

Required answers: 0 Allowed answers: 1

Create an Invitation

Student Community Service Needs Assessment

Blank Mailing

Copy Existing Mailing

To create a new mass mailing:

1. Complete each text field below, including the e-mail text.
2. Insert the link to the survey:
 - Identify in the e-mail text where you would like to insert the link to the survey.
 - Place your cursor at that location in the e-mail text field, and
 - Click on the "Insert [INSTRUCTIONS]" to insert the link instructions. This will be replaced with the link when the e-mail is viewed by the recipients.
3. Click "Create."

From Name: Jane Smith, Provost

The name that the e-mail appears to be coming from.

From Address: notification@email.studentvoice.com

The e-mail address that the e-mail appears to be coming from, as well as where any bounced e-mails will be sent.

Reply To Address: jsmith@hometown.edu

The e-mail address that will receive messages from those who reply to the e-mail.

Subject: Your feedback is needed!

Insert [INSTRUCTIONS] Font Size T B I Source

Dear {FIRSTNAME},

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us to understand what students gain from their experience and how we can enhance your learning.

[INSTRUCTIONS]

Thank you in advance!

Sincerely,
Dr. Jane Smith
Provost
Hometown University

Create an Invitation Email List

Student Community Service Needs Assessment

Save & Back Save Back

To:

Add Addresses From Panel Existing Mailing

Enter addresses below (Allowed delimiters include: commas, semi-colons, spaces and new lines):

student1@example.edu
student2@example.edu
student3@example.edu
student3@example.edu

Add Addresses

Remove

Remove All

Close

0 Addresses

Search Clear

Subject: Your feedback is needed!

Send Time: (Eastern time)

From Name: Jane Smith, Provost

From Address: notification@email.studentvoice.com

Reply-To Address: jsmith@hometown.edu

Description:

Insert [INSTRUCTIONS] Font Size T B I Source

Dear {FIRSTNAME},

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to

Invitation Preview

From: Jane Smith, Provost
Subject: Your feedback is needed!
Reply: jsmith@hometown.edu



Dear Joseph,

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us to understand what students gain from their experience and how we can enhance your learning.

To access the survey please click [here](#). If the survey does not open automatically, please copy and paste the following link to your internet browser's address bar:

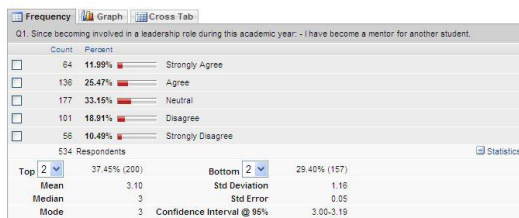
<http://www.studentvoice.com/p/?uid=5924b62578784769b155ba11745d7ccf&p=1>

Thank you in advance!

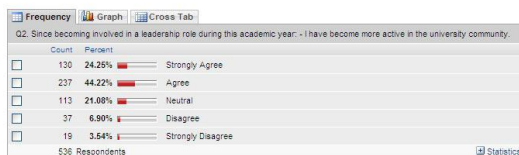
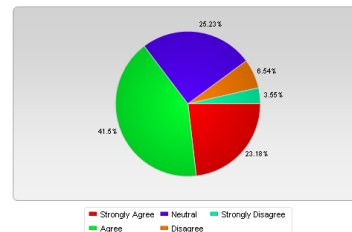
Sincerely,
Dr. Jane Smith
Provost
Hometown University

View & Analyze Data

- View data as tables or as graphics
- Analyze data by categories

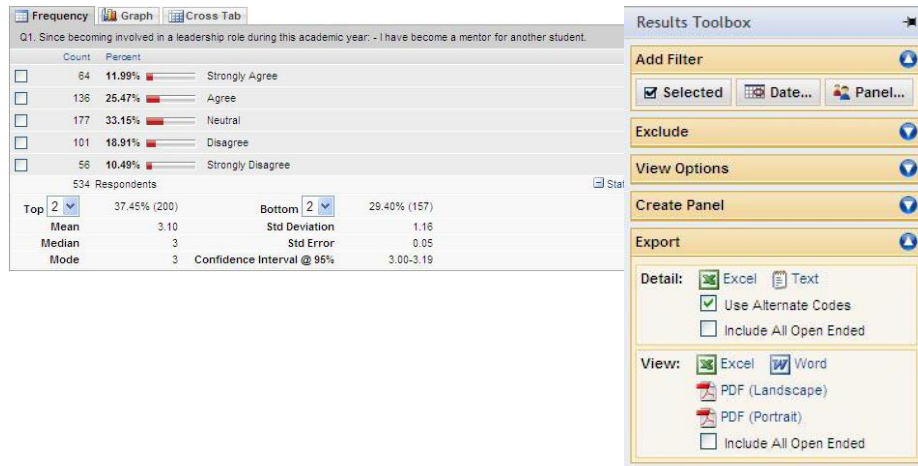


Q11. Since becoming involved in a leadership role during this academic year - I have gained new knowledge that will help me after graduation.



Share Findings

- Export results to Excel, Word, or PDF



Helpful Resources on Campus Labs

- **Shared Projects** - example assessment projects
- **Resource Centers** – department specific resources
- **Wiki** – easy access to assessment information
- **Forums** – discussion boards
- **Blogs** - posts from assessment experts
- **User Guide** – product documentation, training material, support information

Shared Projects

Shared Projects		
Title	Institution	Description
Student Affairs Outcomes Study	 Holy Cross	Outcomes study on the impact of divisional efforts on student learning and development.
LGBT Resource Center Survey	 UNIVERSITY OF WISCONSIN MILWAUKEE	This comprehensive survey examines student satisfaction and the extent to which the LGBT Resources Center exemplifies their mission and vision. It also explores student achievement of various learning...
Custodial Service Survey	 CALIFORNIA STATE UNIVERSITY, CHICO	This PDA survey addresses factors related to satisfaction with custodial services. It can be utilized in a variety of operational areas (Student Union, Residence Life, Recreation Centers, etc).
Career Fair - Student Satisfaction	 Northeastern UNIVERSITY	Measures student satisfaction, experience, and needs after attending Career Fair.
Campus Event Evaluation	 UNIVERSITY OF MICHIGAN	Basic event evaluation; great as a starting point or PDA survey.
"Hot topics" pretest for residents	 UNIVERSITY OF WYOMING	This pre-test measures resident behavior and thinking along many heavy, hot topic areas including alcohol, sexual behavior, student conduct, sustainability, and some basic engagement/knowledge/lear...
Academic Advisor Training Needs Survey	 HOFSTRA UNIVERSITY	Asks advisors to identify in which areas they need additional professional development and training. Also evaluates their understanding of certain issues, and ability to perform certain tasks.

Webinars



<http://www.campuslabs.com/support/training/>

Summary of Baseline Survey Benefits

- Unlimited use of features & support
- Access to assessment resources and templates
- Consultation from an assessment team
- Training and professional development webinars

Contact Jennie Gambach, jgambach@campuslabs.com, to get your Campus Labs/Baseline account

Questions?