SESSION 1: THE GOOD, THE BAD, & THE UGLY: HOW TO DESIGN AND IMPLEMENT A GOOD SURVEY

Derek Herrmann & Ryan Smith
University Assessment Services (UAS)

CTLT Instructional Resource Commons, February 12, 2015, 1-2 p.m
INTRODUCTIONS

• Derek Herrmann, Assistant Director, UAS
• Ryan Smith, Director, UAS
• Assessment Advisory Council (AAC)
What could you do if you won the Powerball Lottery?

Research Question: How much financial aid does the average ISU student receive?

ISU PRPA – Fact Book
ISU Financial Aid Office
U.S. Dept. of Ed – IPEDS
IBHE Data Book
ISAC Data Book
The Student Union coffee shop is interested in serving the best coffee on campus. Please tell us a little about yourself:

Race/Ethnicity:
Gender:
Parental Income:
Residence: Off or On campus

Campus Recreation Services
1. Are you able to always find a locker?
GOOD REASONS FOR DOING A SURVEY*

A quick and efficient way of getting information

Ability to reach large numbers of people

Needed information is not readily available from other means

Others?

*In the context of program assessment & evaluation
BAD REASONS FOR DOING A SURVEY*

Just curious what students think

It’s easier than interviewing or focus groups

Proving someone wrong

Don’t like people

Others?

*In the context of program assessment & evaluation
**PRINCIPLE #5**

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**Surgical Safety Checklist**

**Before induction of anaesthesia (with at least nurse and anaesthetist):**
- Has the patient confirmed his/her identity, site, procedure, and consent?
  - Yes
- Is the site marked?
  - Yes
  - Not applicable
- Is the anaesthesia machine and medication check complete?
  - Yes
- Is the pulse oximeter on the patient and functioning?
  - Yes
- Does the patient have a:
  - Known allergy?
    - No
    - Yes
  - Difficult airway or aspiration risk?
    - No
    - Yes, and equipment/assistance available
  - Risk of > 500ml blood loss (7ml/kg in children)?
    - No
    - Yes, and two IV/central access and fluids planned

**Before skin incision (with nurse, anaesthetist and surgeon):**
- Confirm all team members have introduced themselves by name and role.
- Confirm the patient's name, procedure, and where the incision will be made.
- Has antibiotic prophylaxis been given within the last 60 minutes?
  - Yes
  - Not applicable
- Anticipated Critical Events
  - To Surgeon:
    - What are the critical or non-routine steps?
    - How long will the case take?
    - What is the anticipated blood loss?
  - To Anaesthetist:
    - Are there any patient-specific concerns?
  - To Nursing Team:
    - Has sterility (including indicator results) been confirmed?
    - Are there equipment issues or any concerns?
- Is essential imaging displayed?
  - Yes
  - Not applicable

**Before patient leaves operating room (with nurse, anaesthetist and surgeon):**
- Nurse Verbally Confirms:
  - The name of the procedure
  - Completion of instrument, sponge and needle counts
  - Specimen labelling (read specimen labels aloud, including patient name)
  - Whether there are any equipment problems to be addressed
- To Surgeon, Anaesthetist and Nurse:
  - What are the key concerns for recovery and management of this patient?

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This checklist is not intended to be comprehensive. Additions and modifications to fit local practice are encouraged.

Revised 1/2009

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**IILLINOIS STATE UNIVERSITY**
Illinois’ first public university
PRINCIPLE #9

Always, always, always pilot a survey.

- Culturally appropriate language.
- Style and layout are adequate.
- Skip patterns make sense.
- Length of time is reasonable.
- Words and terms are clear.

From CDC, Program Evaluation Tip Sheet,
PRINCIPLE #9

Here are three options for a mobile app.

Would you download and use one of the college apps for your phone?

- Only 10% answered the question.
- Even for the 10%, there was no way to discern which app the respondent was referring to (options 1, 2, or 3).
PRINCIPLES #13-14

1. Have you ever been incarcerated in prison for committing a crime?

1. What is your parents’ income?_____________

1. Have you ever cheated on a test and got away with it?

1. Have you ever taken advantage of a situation where a cashier neglected to add an item to your bill and you got a way with it?

1. What is your father’s occupation?*

*If your father is deceased, in prison, unemployed, or retired, please write that in the blank.
PRINCIPLE #18

___ African Am. ___ White ___ Latino/a ___ Native Am. ___ Asian

___ African Am.
___ White
___ Latino/a
___ Native Am.
___ Asian
4. How much did you spend on textbooks this semester?

- $0
- $1-$100
- $101-$250
- Over $251
- I don’t know
**PRINCIPLE #23**

Your Income Level
- Under $25,000
- $25,001-$50,000
- $50,001-$75,000
- $75,001-$100,000
- Over $100,000

Your Education Level
- High School Diploma/GED
- Some College
- Community College
- Bachelor’s of Arts Degree
- Graduate Degree
- Doctorate Degree
Additional Questions About Your Visit

Now that we have asked you to tell us about what happened during your visit, we ask you to rate the services you received.

Instructions: Mark the response that best describes your experience. If a question does not apply to you, please skip to the next question. Space is provided for you to comment on your experiences.

Ease of getting through to the clinic on the phone
- Very Poor
- Poor
- Fair
- Good
- Very Good

Convenience of our office hours
- Very Poor
- Poor
- Fair
- Good
- Very Good

Ease of scheduling your appointment
- Very Poor
- Poor
- Fair
- Good
- Very Good

Courtesy of staff in the registration area
- Very Poor
- Poor
- Fair
- Good
- Very Good

Comments (describe good or bad experience):
PRINCIPLE #26

The administration has not listened to student needs. It has raised tuition 127% in the last 10 years in order to fund raises and conferences in Vegas. Do you favor raising tuition?
PRINCIPLE #26

Experts believe that MOOCs are the wave of the future. What is your opinion of MOOCs?

Please rate our award-winning mentorship program on a scale of 1-10:

Is there a better way to ask this question?
PRINCIPLE #27

McAllister’s has the best food and customer service on campus.

I feel welcomed by faculty, staff and other students in the program.

Please rate the speed and accuracy of instructor feedback.

Provide a rating for overall vendor presentation content, clarity, style, and transparency.
PRINCIPLE #28

How important are bank ACH services to you?

Do you own an e-reader?

Do you own a dedicated e-reader used only for reading? (e.g. Kindle, Nook)

What is your opinion about the NCAA?
PRINCIPLE #28
PRINCIPLE #29

Are the prices charged by campus dining too high, too low, or just right?

Do you feel the prices charged by campus dining are too high, too low, or affordable?
Figure 9: Thinking About Answers


Illustration: Peter J. McDonald, 2001
## PRINCIPLE #31

What is your GPA?

<table>
<thead>
<tr>
<th>GPA Range</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.8-4.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.6-3.79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4-3.59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2-3.39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0-3.19</td>
<td></td>
<td></td>
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<tr>
<td>2.8-2.99</td>
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<td>2.6-2.79</td>
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<tr>
<td>2.4-2.59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2-2.30</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2.0-2.19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 1.20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PRINCIPLE #31

How many times did you visit the Rec Center* in the last 30 days?
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 and above

*Not really the Rec Center
People grow up in all different types of families. What type of family did you grow up in?

- Mom as single parent
- Dad as a single parent
- Both Mom and Dad present

People grow up in all different types of families. What type of family did you grow up in?

- Both biological parents
- One biological parent and one step-parent
- Mom single parent
- Dad single parent
- With a biological parent
- In foster care
- With adoptive parents

Adapted from Western KY Univ., http://bit.ly/179Gbyn
PRINCIPLE #32

Where on campus do you socialize with your friends the most? (select one)

- Residence Hall
- Friend’s off-campus house
- Too busy
**PRINCIPLE #34**

How often do you visit the following campus service buildings?

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Occasionally</th>
<th>Often</th>
<th>Very Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Recreation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bone Student Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milner Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SHS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bowling &amp; Billiards Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**PRINCIPLE #35**

<table>
<thead>
<tr>
<th>Learning the computer software program was:</th>
<th>Very Frustrating</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Little Time</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Frustrating at All</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How long did it take you to learn the computer software program?

___ 1-10 min.

___ 11-20 min.

___ Over 21 min.
PRINCIPLE #36

How often do you usually visit the library?

How many times in the past month did you visit the library?

*Not really the Rec Center*
PRINCIPLE #37

Are you for or against the state not raising taxes by approving the proposed legislation?

- In favor
- Against
- No opinion
PRINCIPLE #39

There are many fun things to do on campus that do not involve alcohol:

___ Somewhat Agree
___ Neutral
___ Somewhat Disagree
___ Strongly Disagree
PRINCIPLE #40

How much money did you spend on clothing for your children in the last year?

What are the problems with this question?

Solutions
- Give a range of dates in the questions (‘in the last month’) or a dollar range in the responses
- Include the words about or approximately
- Include a “not sure” or “don’t know” response
PRINCIPLE #40

Exercising every day is extremely important. Do you exercise every day?
- Always
- Sometimes
- Never

How often do you exercise?
- Always
- Sometimes
- Never
PRINCIPLE #40

How frequently do you visit the library?

- A few times a day
- Once a day
- A few times a week
- Infrequently
- Never
PRINCIPLE #40

How frequently do you visit the library?

- A few times a day
- Once a day
- 3-4 times a week
- 3-4 times a month
- 3-4 times a semester
- Never
PRINCIPLE #41

What is your preference in terms of when the leadership training session is offered?
___ Morning (9 a.m. – 11 a.m.)
___ Lunch (11 a.m. – 1 p.m.)
___ Afternoon (1 p.m. – 3 p.m.)

How do you favor or oppose the university inviting [controversial person] to give a speech as part of the invited speaker series?
___ Favor
___ Oppose
___ No Opinion

How strongly do you feel about your choice?

Do you care if the speaker you selected is invited?
Telemhone Response Rates

Source: Indiana University, Center for Postsecondary Research, NSSE Summary Tables, [http://nsse.iub.edu/html/summary_tables.cfm](http://nsse.iub.edu/html/summary_tables.cfm)
ISU NSSE Response Rates

* = Paper survey only. 01-02 response rates for seniors and first-year students. 03-10 response rates for first-year students only.
Agree or Disagree?

Response rate means that everyone answered the survey who was supposed to

There is a gold-standard response rate

A higher response rate means we can be more confident that the findings represent our population

People will respond or not, and there is nothing we can do about it

Low response rates mean the survey results are worthless and should be thrown out