

HOW MEANINGFUL IS OUR GRADUATING STUDENT SURVEY?

Over the last year, only one hit to the GSS results page was recorded. This is a student led effort to make exit survey results more accessible and meaningful to our campus.

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SURVEY LENGTH

FACTOR ANALYSIS

INFORMATION REVIEW

FEEDBACK

DISCUSSION

What is the GSS?

Each graduating student from BYU-Hawaii is required to take the comprehensive Graduating Student Survey (GSS). Over its 18-year history, this in-house survey was expanded to gather feedback about academic experiences, campus climate, specific campus services, topics related to the University's mission and policies, and Institutional Learning Outcomes (ILOs).

Why do we need to change?

- Modifications over time have made the survey unwieldy.
- Results are difficult to share and analyze.
- Results are underused.
- It's Time! GSS revisions are now set to take place every 5 years and the last major revision was in 2013.

Student Team Objectives

- Evaluate the GSS to determine how it can be improved and revised to be more meaningful to campus stakeholders.
- Conduct a pilot study to test revisions.
- Make results more accessible to campus constituents.
- Launch the new and improved GSS in 2018.

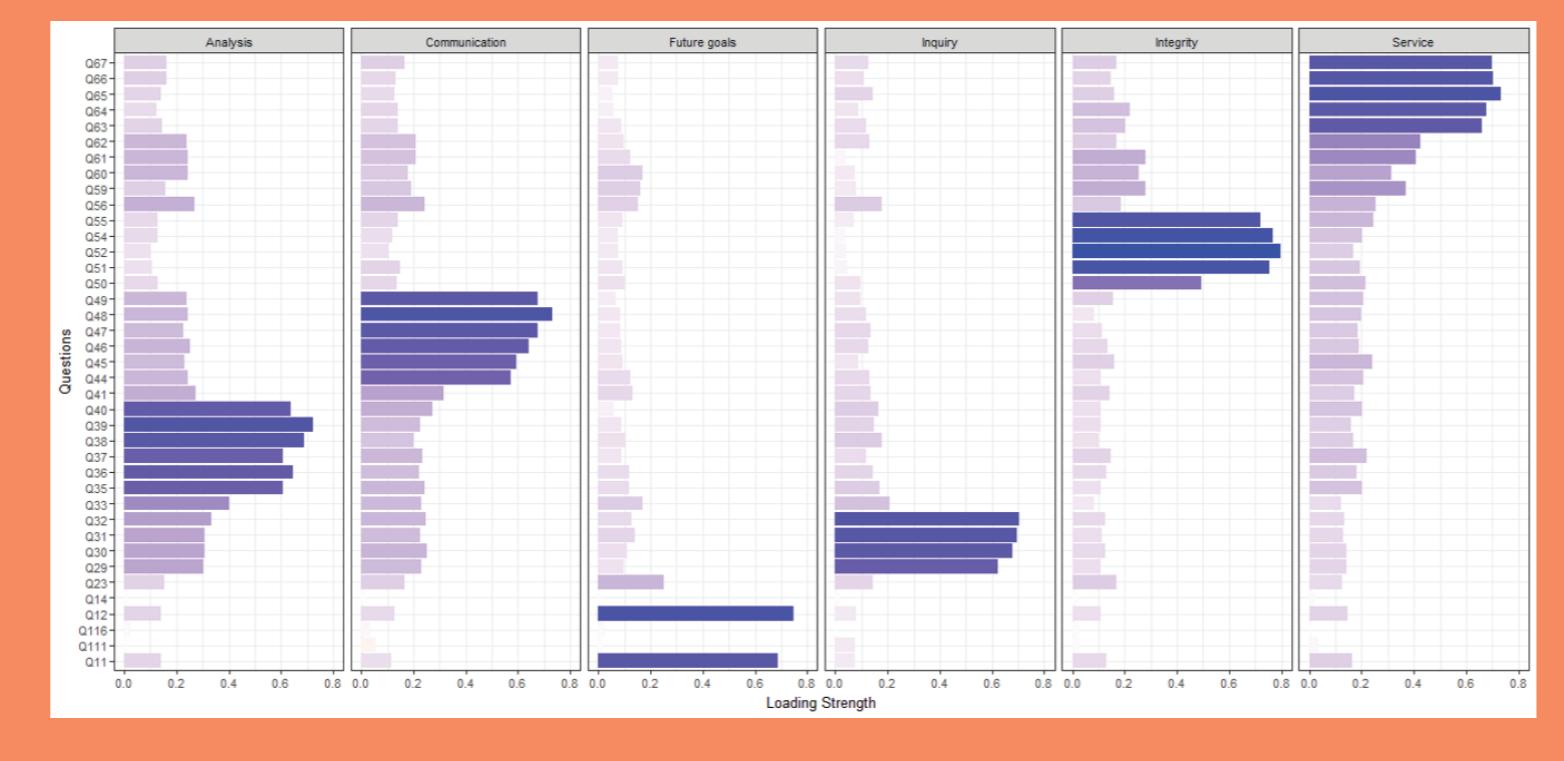
FORMER

Evaluate the Latest Survey Version

Survey analysis, feedback collection, and literature review in preparation for the pilot.

Number of Questions  137

6 factor structure is comprised of mostly ILOs



Although the survey was intended to cover a variety of factors, the analyses showed that the strongest questions were mainly about the ILOs and future plans.

A review of literature did not produce a set of published guidelines for exit interviews. Instead we examined the exit surveys of schools similar to ours in student make-up, enrollment size, or affiliation. We looked for topics, wording and survey organization that would be helpful.

These schools included:

BYU
BYU Idaho
Marymount University
University of North Dakota
Tulane University

Howard University
University of South Alabama
University of Houston
University of Utah

The student team presented their initial findings to two large decision making bodies on campus and received feedback.

Academic Council

- The GSS should contain a variety of questions
- Feedback for certain departments should not be removed

Student Development Council

- Open to changes in the GSS
- Interested in more timely and specific feedback for departments

- Although the analysis results implied that all but the questions on ILOs and future goals could be removed, this was not practical.
- One lesson learned is that campus constituents will still value survey results about their departments whether they have high factor loadings or not.
- In an effort to improve survey dissemination and results sharing, it was decided that a different survey software will be used for the pilot and new version of the GSS.

CURRENT

Conduct a Pilot Study

Pilot survey creation, dissemination using new software, evaluation and analysis is still in progress.

Number of Questions  195

13 underlying factors were revealed in the pilot survey



The number of factors in the pilot survey seems to represent a broader spectrum of the intended questions.

Internet, Mail, and mixed-mode Surveys: The Tailored Design Method by Dillman, et.al.

“Writing good survey questions,” workshop by Stephen R. Porter at the PacAIR Annual Conference 2016.

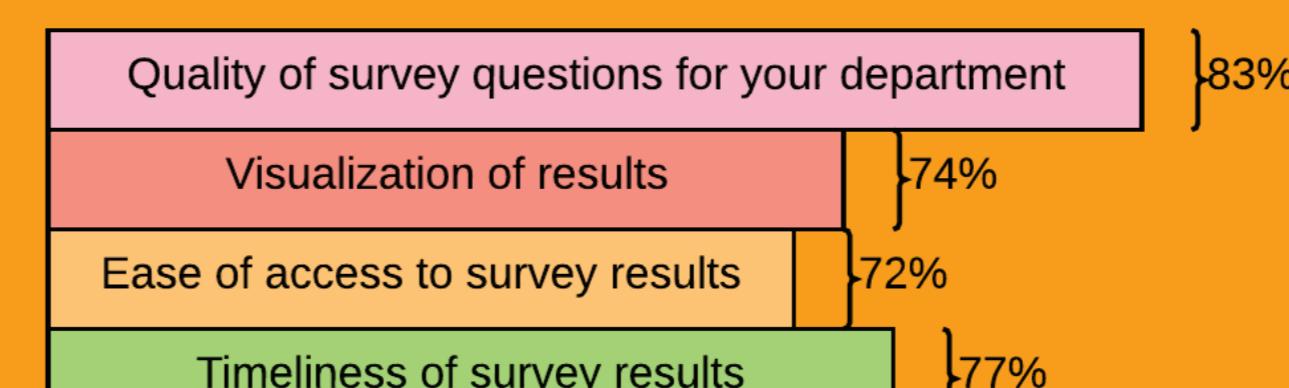
“Self-Reported Learning Outcomes and Assessment: Making the Case,” workshop by Gregg Thomson at CAIR Annual Conference 2017.

- Evaluated questions for pilot based on the guidelines outlined.
- Focused on creating questions graduates could reasonably provide answers to.
- Employed a Self-Assessed Proficiencies method of questioning for ILOs (“When started vs. Now.”)

Departments were asked to review the results of the pilot in a survey

60%

of respondents said the pilot was very or extremely meaningful



Over 2/3 of respondents said the pilot version is better than the former GSS in the areas indicated

- In order to accumulate more responses for better analysis the pilot will be extended to July 2018.
- One of the major findings in the pilot was that the majority of the ILO questions are redundant because they are accounted for by just two factors (When started and Now). This is due to the change in wording and brought up an important discussion point on the purpose of the survey.
- In response to feedback from the Councils, Customer Service type questions for select departments were expanded to address specific aspects of service.

FUTURE

Launch a New and Improved GSS

A new GSS is projected to meet the objectives and be ready for use in 2018.

58

PROJECTED NEXT STEPS

Reduce Survey Length

At this point, it is expected that the entire survey can be reduced to just 58 questions.

Diminish ILO Questions

Preliminary results were discussed with the Associate Academic VP who gave the go ahead to reduce the 61 ILO questions down to two [Rate your proficiency 1) when you started and 2) now.]

Reliability Analysis

Conduct reliability analysis to measure the consistency of results.

Encourage Point-of-Service Evaluation

Invite each department to obtain a survey account to conduct customer service surveys themselves. Students will give feedback immediately after using the services and not at graduation. Departments can control the questions and obtain the results immediately which will allow them to make modifications to their service in a timely fashion.

Create a Campus Climate Survey

Initiate a campus climate survey to collect student feedback on various issues and departments before their last year.

Visualize data using Tableau

Conduct Focus Groups

Discuss the survey with students (especially international students) to better understand how they interpret each question.

