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Welcome to Baseline

Today, you will learn how to:

- Get started.
- Write your survey.
- Use consultation/help available to you.
- Name your survey.
- Collect data online.
- Locate your assessment results.
- Report results.
Key Differences in Terms

- **Research (WHAT YOU DO TO GET TENURE)**
  - Any effort to gather evidence, guided by theory and testing hypotheses.

- **Assessment (BASELINE)**
  - Any effort to gather, analyze, and interpret evidence which describes program effectiveness.

- **Evaluation (COMPLIANCE ASSIST)**
  - Any effort to use assessment evidence to improve program effectiveness, solve a problem, or help make a decision or establish a policy.

(Urcraft & Schuh, 1996)
The Assessment Cycle*

1. Learning Outcomes (1) & (6)
2. Assessment Method (2)
3. Survey and Measures (3)
4. Assessment Results (4)
5. Use Results (5)

* AKA Continuous Improvement Cycle
Barriers to Assessment

- “What - another thing we need to do?”
- Difficult to coordinate
- Lack of expertise
- Results not shared, benefits not realized
- Fear of negative findings

- BASELINE helps address these barriers.
Miss Wormwood? Yes, Calvin?

My generation doesn’t absorb information this way. Could you reduce everything to factoids?

Turn to page 21, class.

At least someone understands me.
Getting Started

- Login
- Request project
- Ask for help
- Write survey
- Upload survey
- Distribute survey
- Locate assessment results
Go to [http://wayne.campuslabs.com](http://wayne.campuslabs.com)

- Use your WSU access id and password.

Wayne State University
Click on the link to request a project.
Request a Project

- **Project Title:** Put your department name and the year or date in the title
- **Open Date:** Give them enough time to put the project together, about a week.
- **Close Date:** It’s better to give yourself a long time. You can always change the close date later.
- **Project Source:** You can recycle old surveys that you’ve used before in your department. Choose Copy.
- **Administration Type:** In general, choose Web surveys only.
Getting Started - Writing

➢ What do you want to know?
  ➢ What do you think students have learned from your program or major?
  ➢ What have they learned?

  ?????????

➢ How do you know?
  ➢ What is your evidence?
  ➢ How are you going to measure it?

➢ Write your survey
Ask for help

- Use the consultation available to you
  - Call (716) 270-0000 to get expert advice.
  - You can get free consultation on anything from wording, to learning outcomes measurement, to thinking about your best administration method, and so on.
  - You can ask for it here, for a quick review of your instrument, or you can just call Baseline.

Additional Assistance

Campus Labs can offer assistance with project design if needed. Basic assistance can include question phrasing, answer matching, and more advanced consultation including phone consultation, creation of rough drafts, or other substantial review.

What level of assistance would you like from Campus Labs staff on this project?

- I would like Campus Labs to provide suggestions on the survey content, including scale changes, question order, and other feedback.
- I would like Campus Labs to review my survey for grammar errors and formatting discrepancies.
Next Steps

- Survey questions written
  - Help sought and given
- Upload your survey to Baseline
  - Campus Labs staff programs it for you
- Review survey
  - If happy approve
  - If unhappy go for further consultation(s)
- Once survey is approved by you, they post it online and make it “live”
How do you the survey distributed?

- Option 1: Campus Labs
- Option 2: You

See handout about pulling in information from STARS for mass mailings.

http://tinyurl.com/editsurveyoptions
Distribute Survey

➢ If Option 1: Campus Labs
   ➢ Choose Mass Mailing
   ➢ Upload email addresses of recipients
   ➢ Edit their (Campus Labs) standard email

➢ If Option 2: You
   ➢ Choose Generic Link
   ➢ Copy the URL to the survey
   ➢ Paste URL into an email to recipients or website
   ➢ Or post a link to pipeline snippets, targeted messages or Blackboard
Locate Your Assessment Results

1. Click on Projects
2. Type your Title into the Search engine.
Monitoring Survey Responses

- Log on to Baseline to check progress
- If no one has responded
  - Was it made “Live”?  
    - Contact Campus Labs
  - Did you copy the correct URL?  
    - Check and if not, resend with correct URL  
    - If yes, send first reminder
- Try a different approach
  - If did Option 1 then do Option 2
  - If did Option 2 then do Option 1
• View your number of participants
• Click on Results.
Filtering Data

- View results
  - Given in aggregate data for total responses
- Filter results
  - For specific sub-groups
- If not seeing entire page, reduce size
- Viewing comments if had open ended question
How to Report

- You can view your results in a frequency table or a chart.

- You can adapt your chart to your specifications.
Save Views

- You can select certain items which you want to share with others.
- You can adapt how they look.
- You can save this view to refer to later, to print, to export as a PDF, or to link to Compliance Assist.
Survey is completed

- Analyze results
- Adapt output to show what you want to show
- Save in format you want
  - Word
  - EXCEL
  - PDF
- Share with interested stakeholders
Available Resources

Websites:

- Login location: [http://wayne.campuslabs.com](http://wayne.campuslabs.com)
- Sharing Access: [http://tinyurl.com/addaccess](http://tinyurl.com/addaccess)
- Survey options: [http://tinyurl.com/editsurveyoptions](http://tinyurl.com/editsurveyoptions)
- Trainings: [www.campuslabs.com/support/training](http://www.campuslabs.com/support/training)

People:

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Q and A?

"Mr. Osborne, may I be excused?
My brain is full."