

Surveys

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...more than a
“check the box”
exercise.

Session Topic

Johannesen, Benham & Bellas Education Partners will help you start building a culture that invites feedback through the survey of all constituents and, therefore, understand the true operational and compliance value of the use of surveys.

Outcomes of This Session

- ☑ How to gather, consolidate, review, and identify issues through surveys to improve operations.
- ☑ Help you decide how many surveys are appropriate to your operations.
- ☑ Provide guidance on which surveys may be required by regulatory agencies.

About the Presenters

JOHANNESSEN, BENHAM & BELLAS EDUCATION PARTNERS

**Glenn
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Chief Executive Officer
Managing Partner

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President
Managing Partner

JOHANNESSEN, BENHAM & BELLAS EDUCATION PARTNERS

- 75 years of collective hands-on postsecondary experience at the school, regional and corporate levels
- Specialize in helping educational institutions
 - Improve employee effectiveness
 - Increase operational efficiency
 - Deliver the qualitative and quantitative results institutions desire for the short and long term
- Offer a wide range of services to meet each school's individual needs and budgets

Why Survey?

Why Survey?

Provide Data to External Constituents	5 Strongly Agree	4 Agree	3 Neither Agree or Disagree	2 Disagree	1 Strongly Disagree
Institutional Accreditation		✓			
Specialized Accreditation		✓			
State Certification Boards		✓			
Required by some other agency		✓			
Owners or corporation		✓			

If these are the **only** reasons to use surveys, your surveys are a Check the BOX exercise

What Agencies Require Surveys?

- National Accreditors

- ABHES
- ACCET
- ACCET
- DEAC
- NAACAS

- Regional Accrediting Bodies

- Programmatic/Specialized Accreditation

- Pennsylvania State Certification Boards

Regulatory Requirements

ABHES

V.I.1.e. A program demonstrates that its required constituencies participate in completing program surveys.

- students,
- clinical extern affiliates,
- graduates, and
- employers.

V.I.1.f. A program demonstrates that each constituency satisfaction rate is determined based on program surveys.

Regulatory Requirements

ACCET

Student Satisfaction: The institution establishes and implements written policies and procedures that provide an effective means to regularly assess, document, and validate student satisfaction relative to the quality of education, training, and student services provided.....

Employer/Sponsor Satisfaction: The institution establishes and implements written policies and procedures that provide an effective means to regularly assess, document, and validate employer/sponsor satisfaction relative to the quality of the education and training provided.

Regulatory Requirements

ACCSC

Key component of the Institutional Effectiveness requirement.

DEAC Student Survey Form

Identifies 3 questions that must be asked to evaluate and improve curricula, instructional materials, method of delivery, and student services.

Regulatory Requirements

NACCAS

...All NACCAS-accredited institutions are required to solicit annual feedback from current students, graduate and the institution's advisory committee members.

Regional Accrediting Bodies

Indirect measure for institutional effectiveness process. Measure Institutional Goals, Program-specific learning outcomes, or Departmental outcomes.

Better Reasons to Survey

Reasons to Survey

How would you answer?

Reasons To Survey	5 Strongly Agree	4 Agree	3 Neither Agree or Disagree	2 Disagree	1 Strongly Disagree
Build open communication channels and a culture that invites feedback	✓				
Measure the student experience throughout the student life cycle.	✓				
Drive institutional decisions with survey results and action plans.	✓				

continued

Reasons to Survey

How would you answer?

Reasons To Survey	5 Strongly Agree	4 Agree	3 Neither Agree or Disagree	2 Disagree	1 Strongly Disagree
Create opportunities for institutional improvement through the analysis survey results.	✓				
Establish a baseline and benchmarks for future use.	✓				
Improve operations.	✓				
Learn the true operational value of feedback.	✓				

Bottom Line on Surveys

School leadership
must have the **courage**
to ask the **right questions** and
properly address the
needs of your constituents

Challenge

- Do you have the courage to ask the right questions?
- Are you using the results to properly address the needs of your constituents?

Or, are your school surveys offered
only to ?

Go Beyond the

- Survey Tool
- Who to Survey
- How to Survey
- Publicize the Survey Process
- Encourage Participation
- Document and Analyze Survey Results
- Communicate
- Repeat!

Survey Tool

- Third party link to survey
- Anonymity, as appropriate, for survey participants
- Ability to complete survey online
 - via Apple/PC
 - Via Computer or tablet
 - Via any mobile phone
- Useful and attractive interface
- Data integrity and security
- Track data of respondents
 - Device used
 - IP geographic location
- Completion rate tool

Who To Survey

Student Focus

- Unconverted inquiry
- Orientation
- New Students (within 30-day lock in period)
- **Continuing Student** (school and program questions)
- Dropped Students
- **Graduate**
- Alumni
- **Externship**, if applicable (student)

Non-Student Focus

- Faculty (academic surveys)
- **Employee** (faculty, staff and administration)
- **Employers**
- **Externship Site**, if applicable (site)
- Financial Aid

Bolded surveys are the more common surveys used in schools.

How to Survey

- Set of standard of questions for all surveys
- School-specific questions
- Program-specific questions
- Maintain results for a specified amount of time for use with trend analysis

Standard Questions

- How safe do you feel at the campus?
- How likely are you to recommend a friend/family member to this school?
- How would you rate the following services/facilities at the school?
 - Campus
 - Classes and labs
 - Library
 - Parking
 - Public Transportation
 - Food Options

Publicize the Survey Process

- Start discussing survey process early
- Classrooms
- Student Meetings
- Bulletin Boards
- Faculty & Staff Meetings
- Program Advisory Committee Meetings
- Announce Survey Dates
- Anywhere, Everywhere

Encourage participation

- Create a positive environment for taking the survey
- Communicate the surveys prior to distribution.
- Make questions relevant
- Share past survey results
 - Things that school does well
 - Areas that have been improved
- Make it fun!

Survey Questions

Student Sample

Good Question

I felt part of the campus?

Better Question

My individual experience on campus was positive

Graduate Sample

Good Question

I was prepared for the workforce

Better Question

Did you feel prepared to enter the workforce based on the practical skills you gained in your program of study?

Document & Analyze Survey Results

- Monitor for trends
- Compare results of specific questions for improvement or decline of anticipated results
- Analyze for cause/effect of related and non-related areas
- Select 1-2 areas for immediate consideration and improvement
- Select areas that can be incorporated into IE/IIP for long-term improvement
- Consider involving others such as PAC, graduates, etc. in the analysis of the survey results

Communicate

- Thank you email to all invited participants
- Summarize the results
- Follow-up on changes implemented
- Include all constituents

Internal

- Students
- Faculty/Staff
- Academic Programs
- Committees

External

- PAC
- Employers

Repeat!

- Use the same questions for trends
- Determine a timeline to avoid “survey fatigue”
- Keep to the schedule

Next Steps

Consider your school's unique circumstances:

- Identify corporate or other internal resources
- Program diversification
- Student population
- Length of programs
- Mode of delivery
- Size of staff/instructor body
- Engage outside help, if necessary

Questions?

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