

UC DAVIS

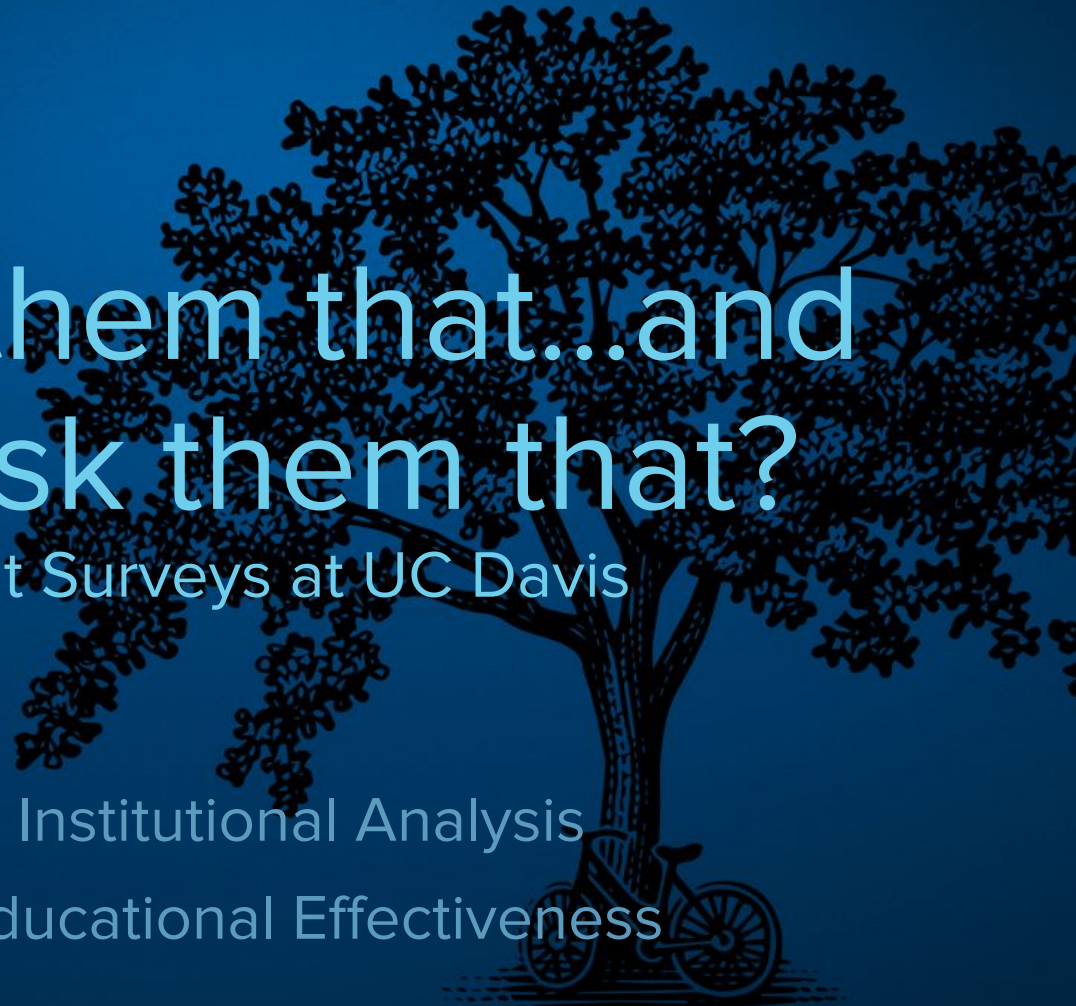
Did we ask them that...and should we ask them that?

A New System for Student Surveys at UC Davis

October 28, 2021

Erika Jackson, Budget and Institutional Analysis

Meryl Motika, Center for Educational Effectiveness



Existing Student Survey Landscape

- Existing institutional surveys are valuable but lack flexibility in timing and content.
 - UC Undergraduate Experience Survey
 - Student Satisfaction Survey (through UCSD)
 - College Exit/First Destination Survey
 - Alumni/ National Alumni Career Mobility Survey
 - “Pop-up” surveys (eg., Summer Sessions, Travel, Belonging)

Issues

- Existing surveys lack flexibility in timing and content.
- Survey fatigue threatens response rates
- Question/survey design can be challenging and result in poor data
- Data management (security concerns, sensitive information)
- Duplication of efforts/data collected



Goals



- Center student voices in decision making
- Reduce survey fatigue
- Strengthen trust among students that their feedback is utilized
 - Share results (data and resulting actions) with students
- Increase access to data so use of data is maximized
- Give campus leaders a mechanism they can rely on

Proposal

University-wide undergraduate student survey coordination and consolidation

Components

- Calendar for coordinating surveys
- Centralized short joint surveys
- Survey/question proposal process
- Shared results



A Centralized Survey Calendar

Student Resources > BIA > Finance > OBT > Supply Chain UP3 Systems >



- > [Surveys](#)
- > [Organization Chart](#)
- > [Meet Our Team](#)

Upcoming Surveys

Fall 2021

- Graduate Cost of Attendance Survey (Start Date: TBA)
- UC Davis Campus Travel Survey (October 2021)
- Undergrad Exit/First Destination Survey (October 2021)
- National Alumni Career Mobility Survey (November 2021)

Winter 2022

- Academic and Staff Engagement Survey (February 2022)
- Undergrad Exit/First Destination Exit Survey (February 2022)

Spring 2022

- UCUES (UC Undergraduate Experience Survey) (April 2022)
- Undergrad Exit/First Destination Survey (April 2022)

Recent Surveys

- <https://financeandbusiness.ucdavis.edu/bia/i-a/surveys>

Centralized Joint Surveys

- 5 minute survey - 10 questions or less
 - Monthly? Quarterly?
- Any campus unit can submit questions
- Inclusion decision by Survey Committee
 - Rubric priorities: actionable, broad effect, broad usefulness, equity, strategic plan, appropriate questions, timeliness
- Different options for survey implementation
- ASUCD partnership
- Aggregate results shared with requesters, students, all UC Davis

Question submission form

- Department approval
- Timing
- Ability to add new knowledge
- Goals
- Action
- Which students
- Strategic Plan alignment
- Share the impact

Question Submission for Centralized Undergraduate Survey - UC Davis

mimotika@ucdavis.edu [Switch account](#)



* Required

Question goals and uses

Goals: what are you trying to learn, and how will you use the information to help students? *

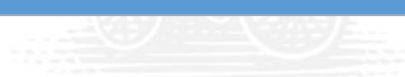
Your answer

How would you explain this goal to students taking the survey? We may include this text in the survey. *

Your answer

How will you take action on the results from these questions? *

Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.







Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.



Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.
How many different projects/departments need this question?	This question, or a variation of it, has been requested by many groups.	This question will be used by several groups.	This question is only needed by 1 unit.



Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.
How many different projects/departments need this question?	This question, or a variation of it, has been requested by many groups.	This question will be used by several groups.	This question is only needed by 1 unit.
Equity improvement	The action taken as a result of these questions will directly improve equity at UC Davis.	The action taken as a result of these questions may indirectly improve equity.	The action taken as a result of these questions will have no effect on equity.
			

Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.
How many different projects/departments need this question?	This question, or a variation of it, has been requested by many groups.	This question will be used by several groups.	This question is only needed by 1 unit.
Equity improvement	The action taken as a result of these questions will directly improve equity at UC Davis.	The action taken as a result of these questions may indirectly improve equity.	The action taken as a result of these questions will have no effect on equity.
Alignment to Strategic Plan	The action taken as a result of these questions is directly aligned with the Strategic Plan.	The action taken as a result of these questions may be indirectly aligned with the Strategic Plan.	The action taken as a result of these questions is not aligned with the Strategic Plan.



Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.
How many different projects/departments need this question?	This question, or a variation of it, has been requested by many groups.	This question will be used by several groups.	This question is only needed by 1 unit.
Equity improvement	The action taken as a result of these questions will directly improve equity at UC Davis.	The action taken as a result of these questions may indirectly improve equity.	The action taken as a result of these questions will have no effect on equity.
Alignment to Strategic Plan	The action taken as a result of these questions is directly aligned with the Strategic Plan.	The action taken as a result of these questions may be indirectly aligned with the Strategic Plan.	The action taken as a result of these questions is not aligned with the Strategic Plan.
Are the questions appropriate for this forum?	Questions are comfortable for students to answer & do not touch on sensitive or mandatory reporting issues.	Some questions may be a little difficult or awkward for students to answer.	Some questions may be very sensitive or touch on mandatory reporting issues.

Criteria	2	1	0
How actionable will the data be?	Questions will lead to action that directly improves students' experiences within a year.	Questions will lead to policy change or action that will improve students' experiences.	Questions will not lead to action that improves students' experiences.
Number of affected students	The expected action will affect all or nearly all students.	The expected action will affect more than half of the student body.	The expected action will affect less than half of the student body.
How many different projects/departments need this question?	This question, or a variation of it, has been requested by many groups.	This question will be used by several groups.	This question is only needed by 1 unit.
Equity improvement	The action taken as a result of these questions will directly improve equity at UC Davis.	The action taken as a result of these questions may indirectly improve equity.	The action taken as a result of these questions will have no effect on equity.
Alignment to Strategic Plan	The action taken as a result of these questions is directly aligned with the Strategic Plan.	The action taken as a result of these questions may be indirectly aligned with the Strategic Plan.	The action taken as a result of these questions is not aligned with the Strategic Plan.
Are the questions appropriate for this forum?	Questions are comfortable for students to answer & do not touch on sensitive or mandatory reporting issues.	Some questions may be a little difficult or awkward for students to answer.	Some questions may be very sensitive or touch on mandatory reporting issues.
Is this information already available ?	No	Sort of - there's some but it doesn't fully address what's needed.	Yes

Centralized survey results

So far

- Announced process through both formal and informal means
- Recruited committee members & questions
- Met with committee, drafted first survey
- Follow up with campus partners to determine best approach
- Release to students next week

Next steps

- Results turnaround
- Communicate results to students, faculty, and staff
- Figure out whether it should be monthly or quarterly

What we learned

- Everybody is unhappy about survey fatigue.
- A good cross-campus partnership helps information flow and buy-in.
- Getting people to submit questions is hard.
- Plan ahead for communication and approval roadblocks.
- Make space between question submission deadline & committee meeting to review & prepare them; more time for revising surveys.



Discussion



Does your campus have similar concerns?

How are student surveys managed on your campus?

Coordination? Calendar?

Central office approval?

How do you handle survey fatigue?

How do you share results?

Students?

Faculty, other staff units?

Do students see the impact of survey data?

REMINDER: COMPLETE YOUR SESSION EVALUATIONS



OPTION 01

Home - Feedback

- Navigate to the **Home** page
- Click on **Feedback**
- Select **Session Feedback**
- Select the name of the session that you attended



OPTION 02

Agenda - Session

- Navigate to **Agenda** on the bottom menu
- Select session name
- Click ☆☆☆ **Rate**