

+cover slides for Oct 2011 presentation, a look back at a 2009 project..

Example of a quick & easy
(& inexpensive!) method for obtaining
a set of useful rich data from students
by interviews conducted **where they are..**

(in this case) ..in line



SHU's Assessment Committee
discussion meeting
October 2011

Background: SHU's **NSSE** results, while generally very positive relative to peers, consistently are less positive for one Q:
quality of the relationships between students and administrative offices & personnel

→ How to interpret this consistent NSSE result?

→ Which offices are students thinking about when they respond to Qs about SHU “administrative offices & personnel”

NSSE result provides SHU just an overall (negative) feedback item – a result too general to be understood or addressed:
How to know more about such feedback?

- Could we simply ask them to explain?
- ✓ small but Representative group
- ✓ well Motivated, but not too (\$5)
- ✓ willing to give Details not just overall

→ start of term ←

“bookstore explore” january ‘09 success factors

- students in line – such that their time already “gone”
- friendly admin types – \$5 & clipboard & how to in hand
- \$5 gift certificate given – but **only if** ..

- **if** willing to **respond fully**
- if** willing to **go over responses with**
- if** willing to **elaborate on responses** as needed

and **only upon** successful **conclusion** of interview,
rather than at its start or for just handing back a form

Bookstore Explore: **INTRO** provided to student

Every year Seton Hall participates in the [National Survey of Student Engagement \(NSSE\)](#).

This survey measures how effective colleges are [in engaging students](#) in the process of higher education. Seton Hall does well on this survey.

Much of our profile is better than our peer institutions and on many NSSE data items we consistently trend upwards from year to year

However, there is [one area in which we would like to do better](#) – student interactions with administrative offices and administrators.

By responding to the 4 brief questions below, you can help us to understand the situation better so that we can more effectively meet the needs of our students.

Bookstore Explore: Tell us what You think!

4 Questions on one page with lots of blank space between. \$5 gift certificate on completion!

- Q1. Give an example of an interaction with a University administrator that you think is typical of what students experience at SHU.
- Q2. How do you think that University administrators support student success?
- Q3. Give an example of something that University administrators could do to better support students.
- Q4. What areas of the University come most to mind when you hear the term “administrative personnel and offices”?

Bookstore Explore: Results (in brief)

BkStQ1

[Who] Give an example of **interactions typical..**
found: far more broad than .. → anything o/s classrm
found: pos when teach/ment/adv neg when bu/rec

BkStQ2

[How – Pos] How (where) **is SHU supportive..**
found: most examps: **academic support** offices
found: 3 to 1 for teach/ment/adv than for bu/rec

BkStQ3

[How – Neg] How (where) **could SHU do better..**
found: most neg examps RE bills/FinAid/Bus side
found: largest complaint to with consistency “50-50”

BkStQ4

[Examps] **What areas come to mind when..**
found: hugely var – Dean’s ofc, Advisor, Enr Svcs,..

“bookstore explore” january ‘09

review of info from

Jan '09: considered what we had obtained

➤ With very little probing, obtained 50 students qualitative responses = rich feedback.. Could we (easily) get more?

Feb '09: could we increase N by adding these Qs to some other assessment already set to run?

Res Life, via benchmarking instrument (EBI), annually surveys all SHU residence hall students.

➤ Spring 2009: add a set of local questions worded as direct follow-up to book store explore.

EBI Residence Life Survey Local Questions

local ebi questions: add at end a set of drop downs + 1 open-ended survey Question

ebi **locQ1**. What area of the University most comes to mind when you hear the term "aadministrative personnel and offices"?

ebi **locQ2**. For the particular area that you chose for the previous question, please rate that area in terms of the level at which you personally have experienced it as an area that supports student success ?

ebi **locQ3**. Identify one administrative office that in your experience(s) you have found to have a **positive** impact on student success at Seton Hall.

ebi **locQ4**. For the area that you chose in the question above please briefly state what aspect of your experience(s) helped you most or why you see this office as supportive of students? (if you chose OTHER, please provide the area)

EBI Residence Life Survey Local Questions..

Local questions: added at end set of drop downs + 1 open-ended survey Question

ebi **locQ5**. Identify an administrative office that in your experience(s) you believe should and could be more supportive of student success at Seton Hall.

ebi **locQ6**. For the particular area that you chose for the previous question, what is the most important thing that this area needs to do to be more supportive of students at Seton Hall ?

Increase availability by **expanding hours** of operation/access

Increase availability by making **services** available **on-line**

Improve receptiveness via increased levels of **student-centered**, helpful attitudes

Improve effectiveness/consistency of service by ensuring **better informed** staff

Improve effectiveness of service by being **more responsive to** calls and/ or emails

OR some OTHER type of improvement (not listed in survey Q)

EBI Res Survey: Results (in Brief)

ebi locQ1

[Who] What area comes to mind - drop downs confirmed Bookst Explore: huge variation in areas found: 50% Acad Aff 20% Bailey 10% St Aff

ebi locQ2

[Extent Supportive] For the area you chose..
confirmed NSSE: overall 40% 5..out of 7 (nsse 50%)
under the hood: from 2.7(FinAid) .. 5.8 (Fr St, EOP)

ebi locQ3

[Examp – Pos] Identify an office where pos..
found: (same) academic, academic support areas

ebi locQ4

[Describe – Pos] open – ended
IF PERSONABLE & CARE, IF KNOWLEDGEABLE

EBI Res Survey: LOCAL QUESTIONS

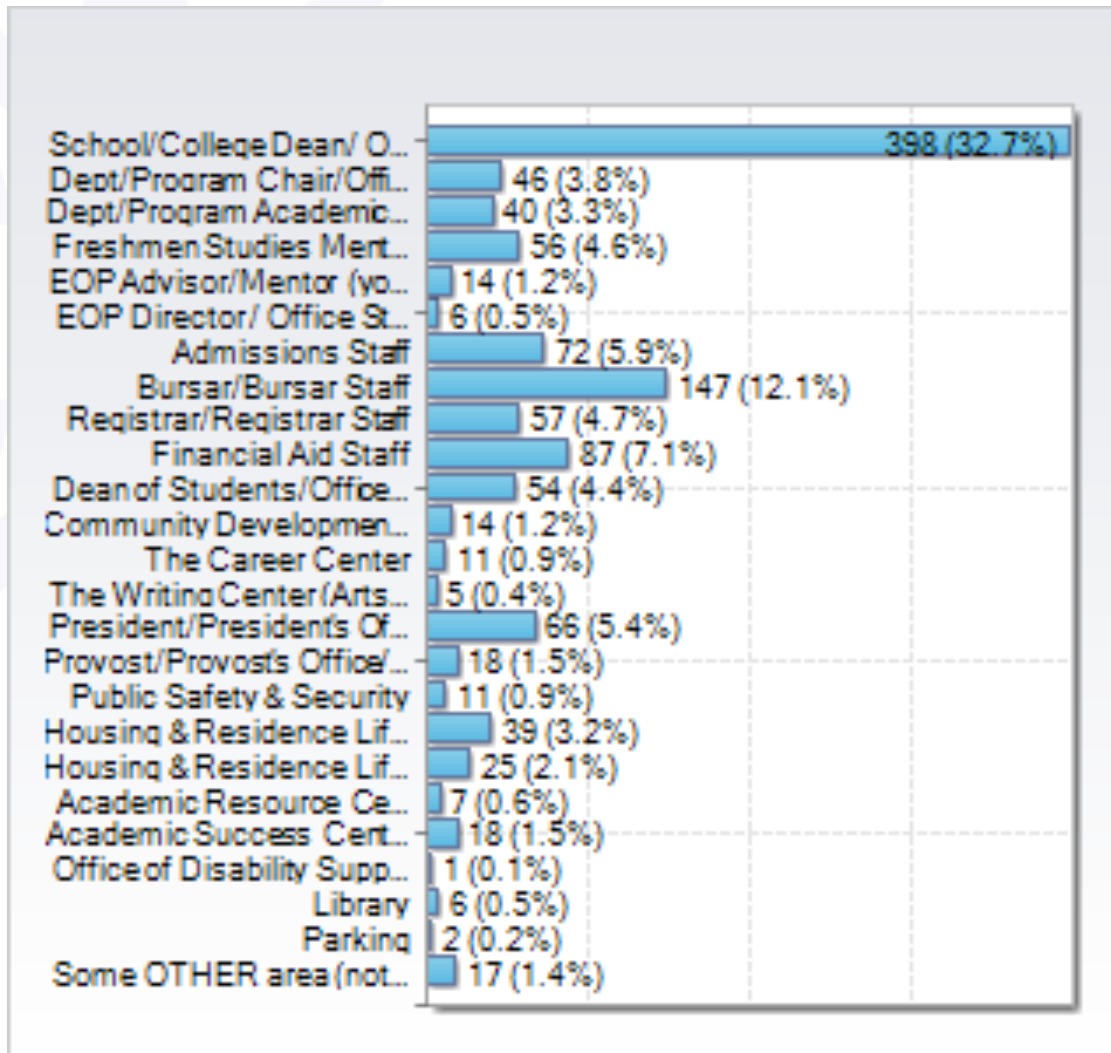
ebi locQ5

[**Examp – Neg**] Identify one office needing impr..
found: most often Enrollment Services esp Fin Aid

ebi locQ6

[**Select – Impr**] Select most important improvement
found: 1st choice → better consistency in info/svc
close 2nd → a more student centered attitude

EBI RES LIFE Spring 09 ebi locQ1 "administrative personnel and offices"?

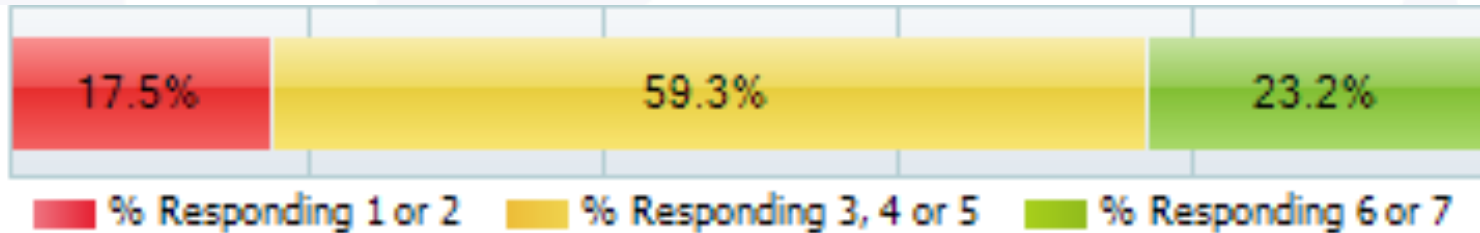


EBI RES LIFE Spring 2011update "administrative personnel and offices"?

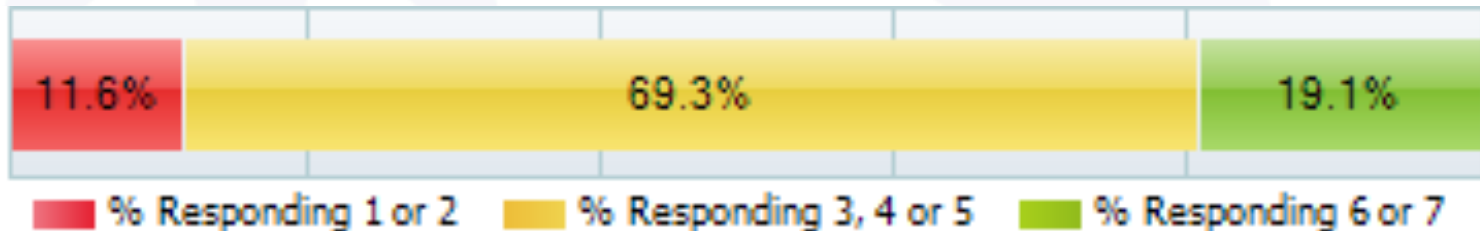
President / Office of the President Staff	318	<u>24.6%</u>
Provost / Provost Office Staff	36	2.8%
School or College Dean / Dean's Office Staff	151	<u>11.7%</u>
Dept or Program Chair / Chair's Office Staff	33	2.6%
Academic Advisor (yours) ..	59	4.6%
SHU Dean of Students / Dean's Office Staff	81	<u>6.3%</u>
Community Development Dean / Office Staff	27	2.1%
Freshmen Studies Dean / Office Staff	34	2.6%
Freshmen Studies Mentor (your own)	45	3.5%
Housing & Res Life Director/ Office Staff (Duffy Hall)	53	4.1%
Housing & Res Life RA/RHD (your own)	46	3.6%
Admissions Director / Admissions Office Staff	53	4.1%
Bursar / Bursar Office Staff	130	<u>10.1%</u>
Registrar / Registrar Office Staff	63	4.9%
Financial Aid Director / Fin Aid Office Staff	29	2.2%
Some OTHER area (not in list) – enter name below	19	1.5%
No area comes to mind.	116	9.0%

EBI Spring 09 ebi locQ2 "how supportive"?

ALL areas N=1211 mean=4.2

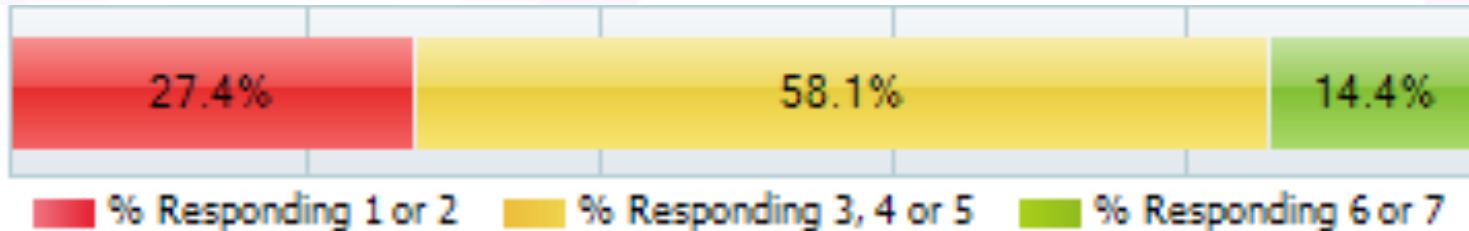


School/College DEAN/office staff N=397 mean=4.4

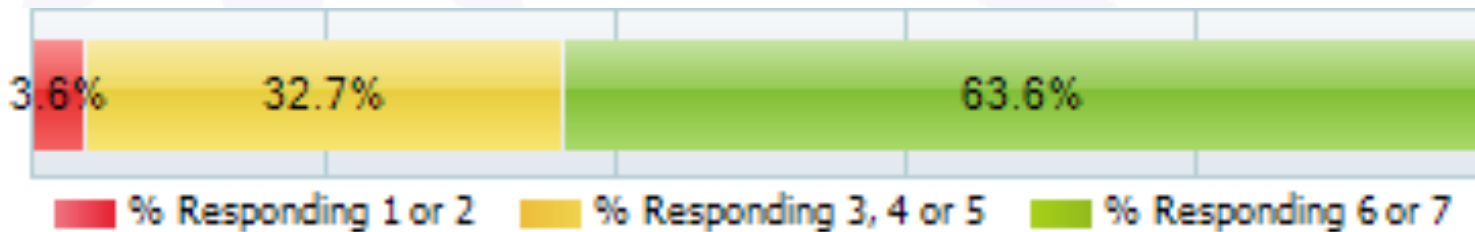


EBI Spring 09 ebi locQ2 "how supportive"?

Enrollment Services* Area N=215 mean=3.6 *(Admissions/Registrar/Bursar/FinAid)

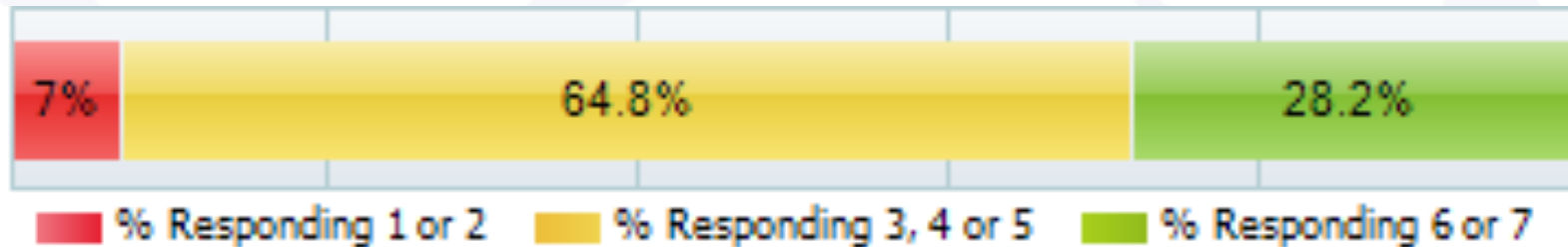


Freshman Studies Mentor* N=55 mean=5.8 *(your own)

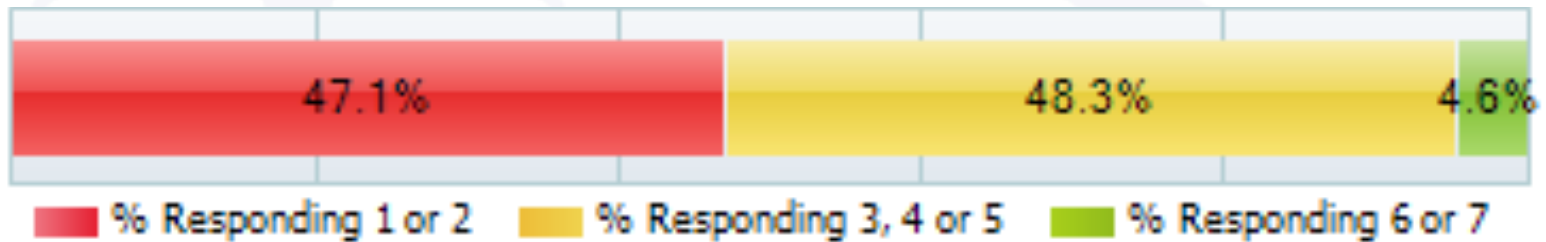


EBI Spring 09 ebi locQ2 "how supportive"?

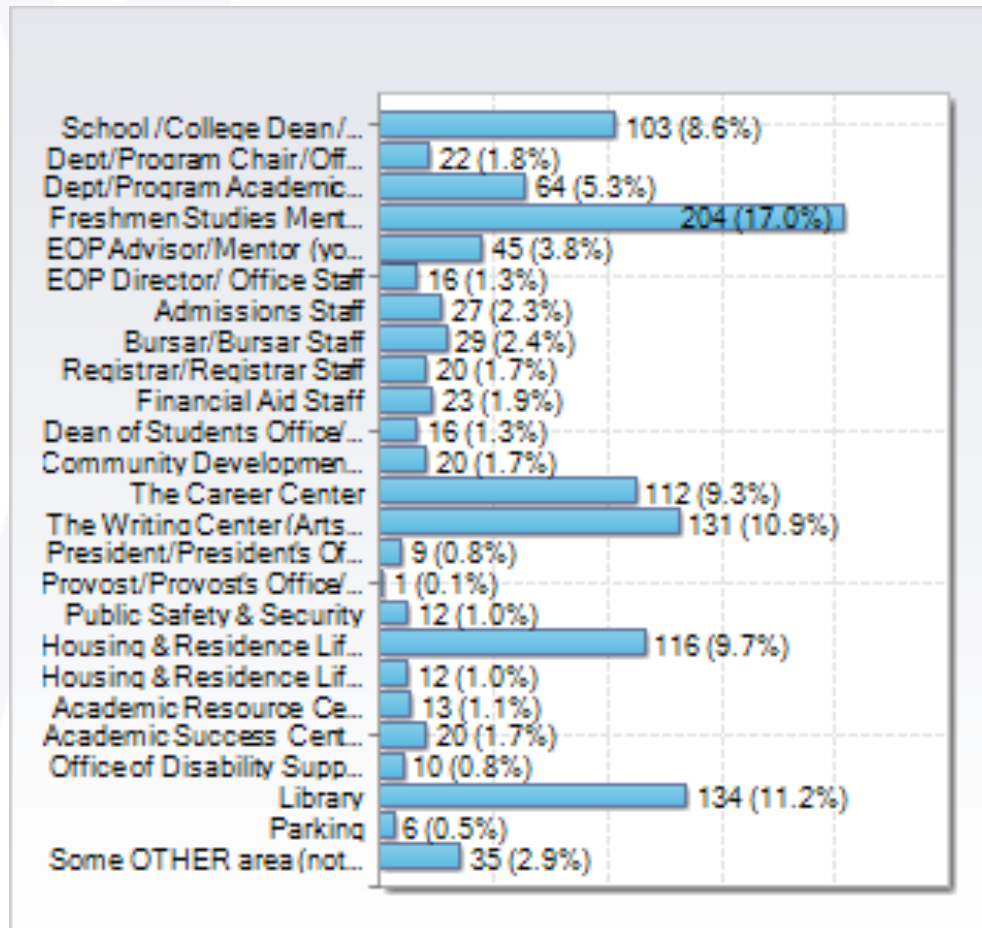
Enrollment Services **ADMISSIONS** N=72 mean=4.5



Enrollment Services **FIN AID** N=87 mean=2.8



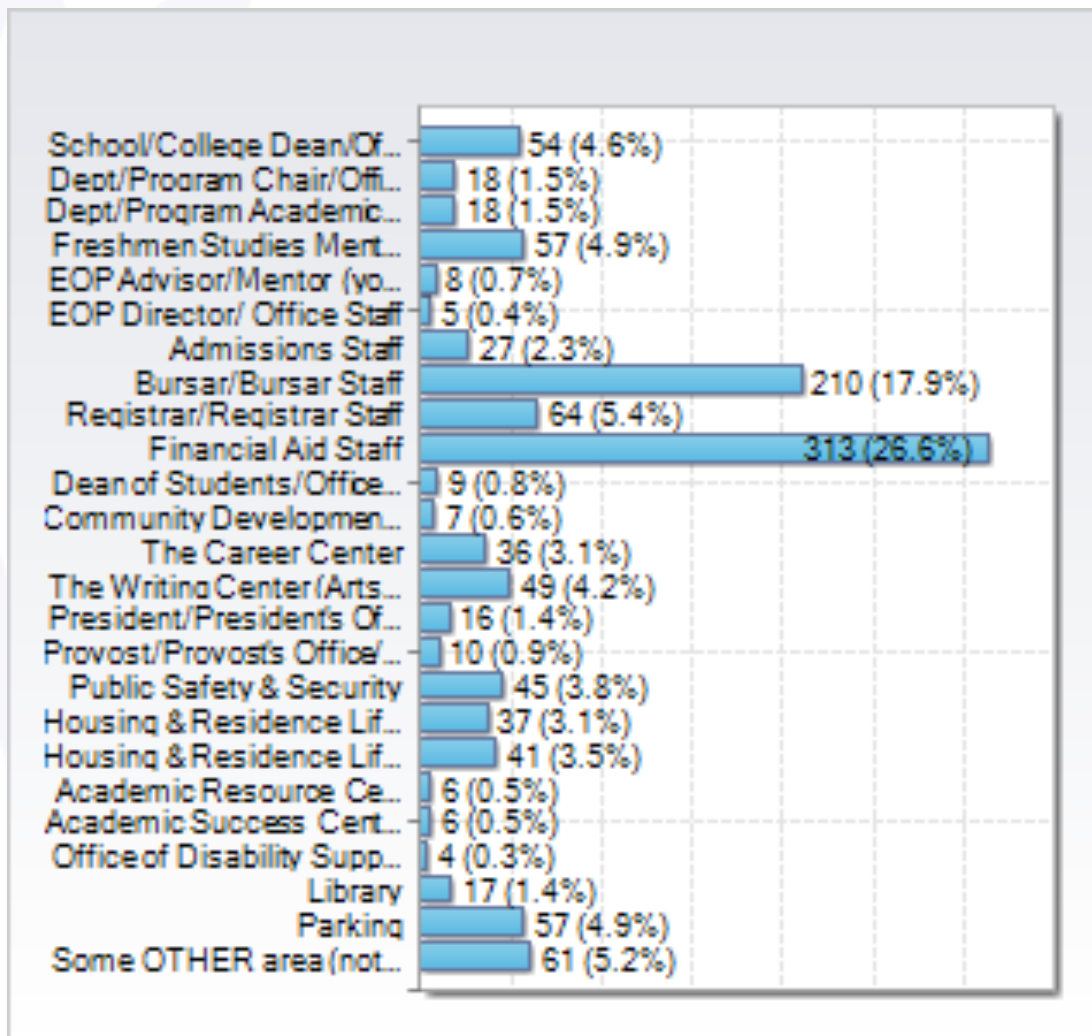
EBI RES LIFE Spring 09 ebi locQ3 ID administrative office w positive impact



EBI RES LIFE Spring 2011update ID administrative office w positive impact

President / Office of the President Staff	32	2.6%
Provost / Provost Office Staff	12	1.0%
School or College Dean / Dean's Office Staff	106	8.5%
Dept or Program Chair / Chair's Office Staff	47	3.8%
Academic Advisor (yours)	191	<u>15.4%</u>
SHU Dean of Students / Dean's Office Staff	39	3.1%
Community Development Dean / Office Staff	31	2.5%
Freshmen Studies Dean / Office Staff	78	6.3%
Freshmen Studies Mentor (your own)	264	<u>21.3%</u>
Housing & Res Life Director / Office (Duffy Hall)	38	3.1%
Housing & Res Life RA/RHD (your own)	123	<u>9.9%</u>
Admissions Director / Admissions Office Staff	13	1.1%
Bursar / Bursar Office Staff	53	4.3%
Registrar / Registrar Office Staff	41	3.3%
Financial Aid Director / Financial Aid Staff	17	1.4%
Some OTHER area (not in list)	70	5.6%
No positive experiences / No offices support	86	6.9%

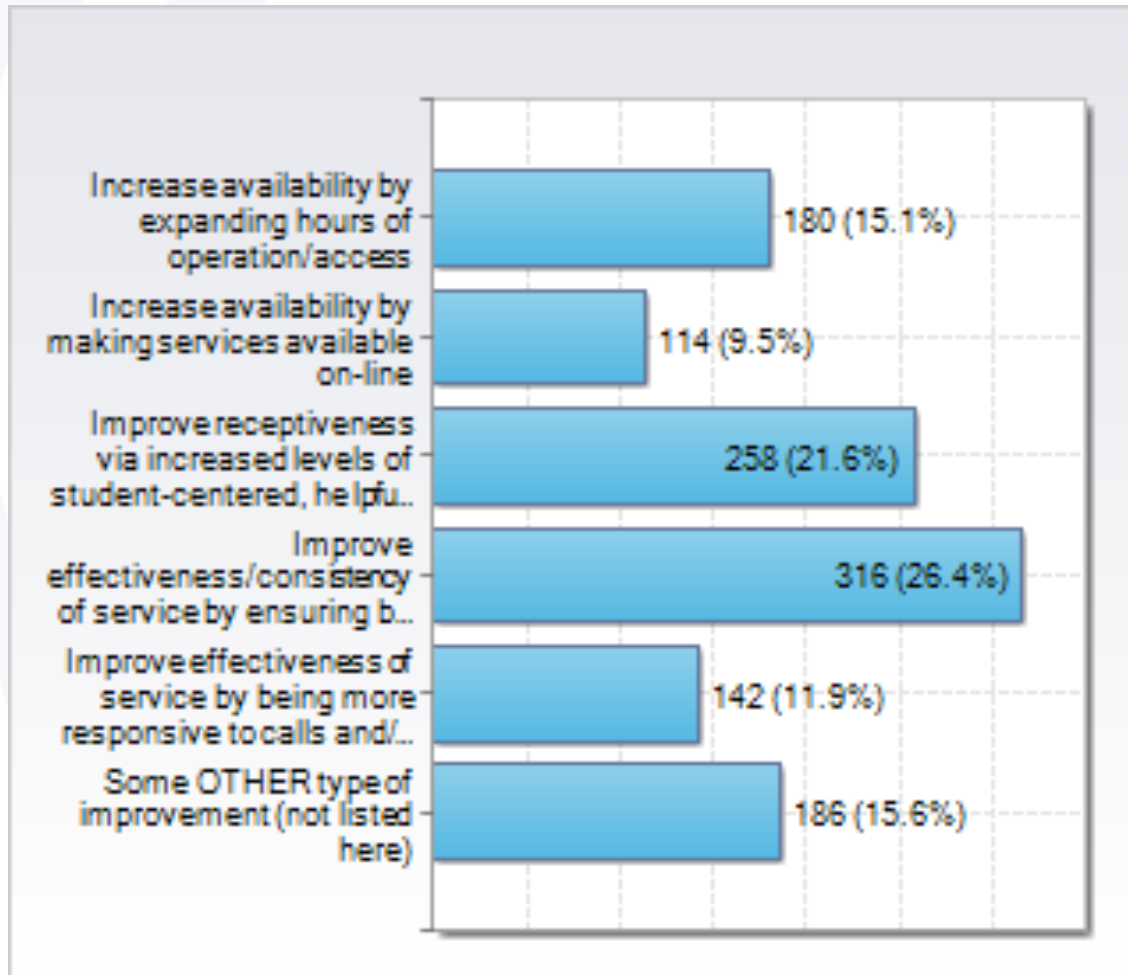
EBI RES LIFE Spring 09 ebi locQ2 ID administrative office needing to improv



EBI RES LIFE Spring 2011update ID administrative office needing to improve

President / Office of President Staff	27	2.2%
Provost / Provost Office Staff	14	1.1%
School or College Dean / Dean's Office Staff	35	2.9%
Dept or Program Chair / Chair's Office Staff	24	2.0%
Academic Advisor (yours) assigned for your major or program	46	3.7%
SHU Dean of Students / Dean's Office Staff	20	1.6%
Community Development Dean / Community Dev Office Staff	19	1.5%
Freshmen Studies Dean / Freshmen Studies Office Staff	21	1.7%
Freshmen Studies Mentor (your own)	44	3.6%
Housing & Res Life Director / Main Office Staff (Duffy Hall)	70	5.7%
Housing & Res Life RA/RHD (your own)	46	3.7%
Admissions Direcgtor / Admissions Office Staff	8	0.7%
<u>Bursar / Bursar Office Staff</u>	253	<u>20.6%</u>
Registrar / Registrar Office Staff	67	5.5%
<u>Financial Aid Director / Financial Aid Office Staff</u>	198	<u>16.1%</u>
Some OTHER area (not listed here)	61	5.0%
No negative experiences / No office needs improvement	277	22.5%

EBI RES LIFE Spring 09 ebi locQ3 type of improvement needed



A useful exercise in its time.
Might you use something like it?
Discussion ..

any questions – feel free to email:

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THANK YOU