Streamlining Departmental Assessment
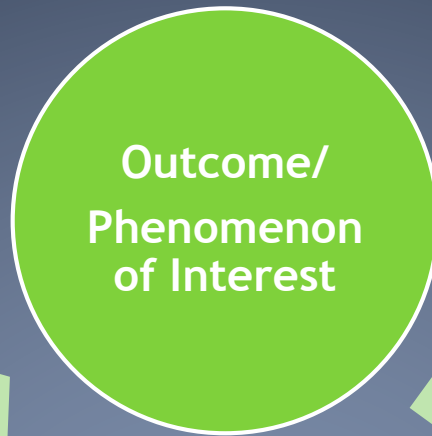
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Dashew Center for International Students and Scholars (DCISS)
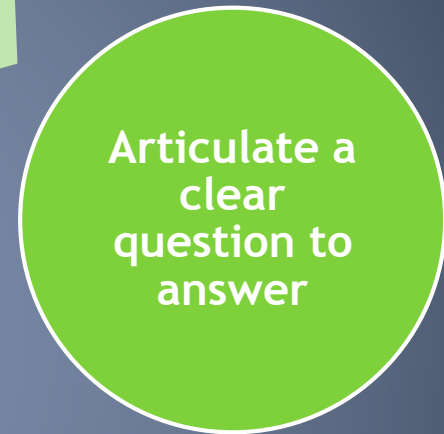
Agenda

- Streamlining: A Bird's Eye View
- Programs Survey: (Meta)Outcomes
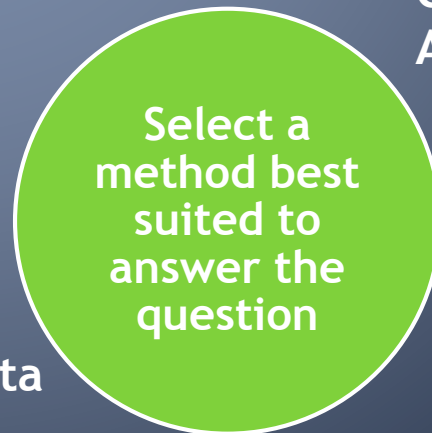- Programs Survey: A Closer Look

- Examples of Data Use

The Assessment Cycle

- Outcome/ Phenomenon of Interest
- Define Assessment Purpose
- Articulate a clear question to answer
- Create an Assessment Plan
- Select a method best suited to answer the question
- Collect Data
- Conduct the assessment
- Analyze & Report
- How can the results guide change in the future?
- Use & Share Results
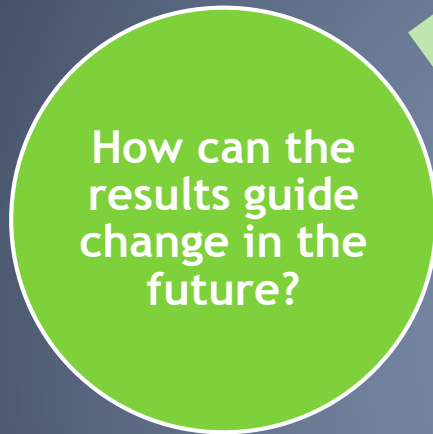
Assessment is Important!
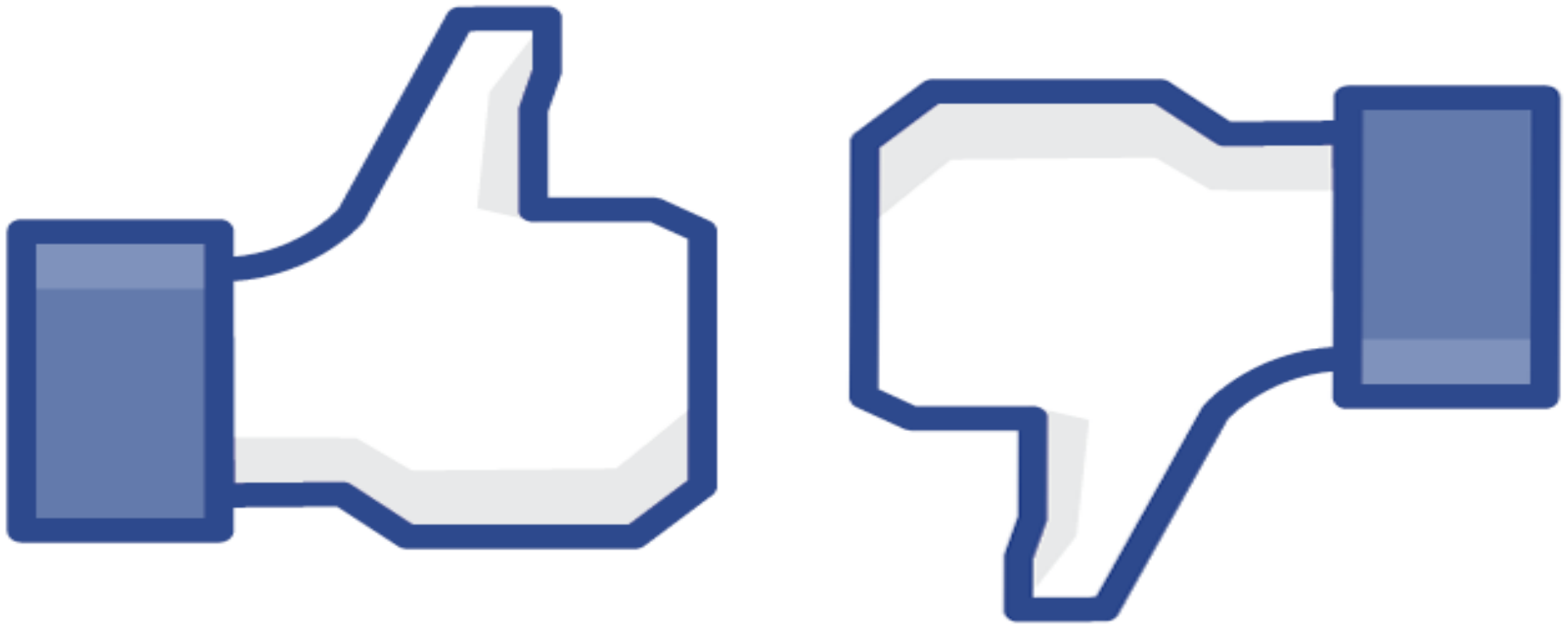
Nearly 50 surveys administered during one academic year

Assessment of Assessments

- Process
  - Frequent users receive more survey requests
  - Low/inconsistent response rates
  - Challenges managing the cycle for each survey
- Content
  - More on satisfaction & customer service
  - Less on outcomes
- (Meta)Outcome
  - Ability to note and respond to dissatisfaction
  - Limited ability to identify areas of strength
  - Limited narrative about impact & outcomes

Expand and Compress

- Combine similar surveys & standardize questions
  - Multiple programming surveys become one end-of-quarter survey
- Enhance/develop questions about outcomes
  - Programs: connections at and after the event
  - Workshops: knowledge before and after workshop
- Pre & post for key ongoing programs
  - (i.e. Global Siblings Program, American Culture & Conversation)
- Utilize informal assessment methods
  - (e.g. show of hands, marbles in a jar, …)

Consider Placement, Timing, Content

- **When** do we expect results?
  - Timing e.g. connections at & after event = programs survey at the end of the quarter
- **Who** do we expect to be affected?
  - Content e.g. disaggregate by groups of interest (domestic vs. international; undergraduate vs. graduate; etc.)
  - Placement ("Who" connects to "Where" & "When")
    - e.g. general population/planning = Biennial Survey vs. measuring program outcomes = Programs Survey vs. measuring service outcomes = Biennial Survey
- **What** do we expect to happen?
  - Content
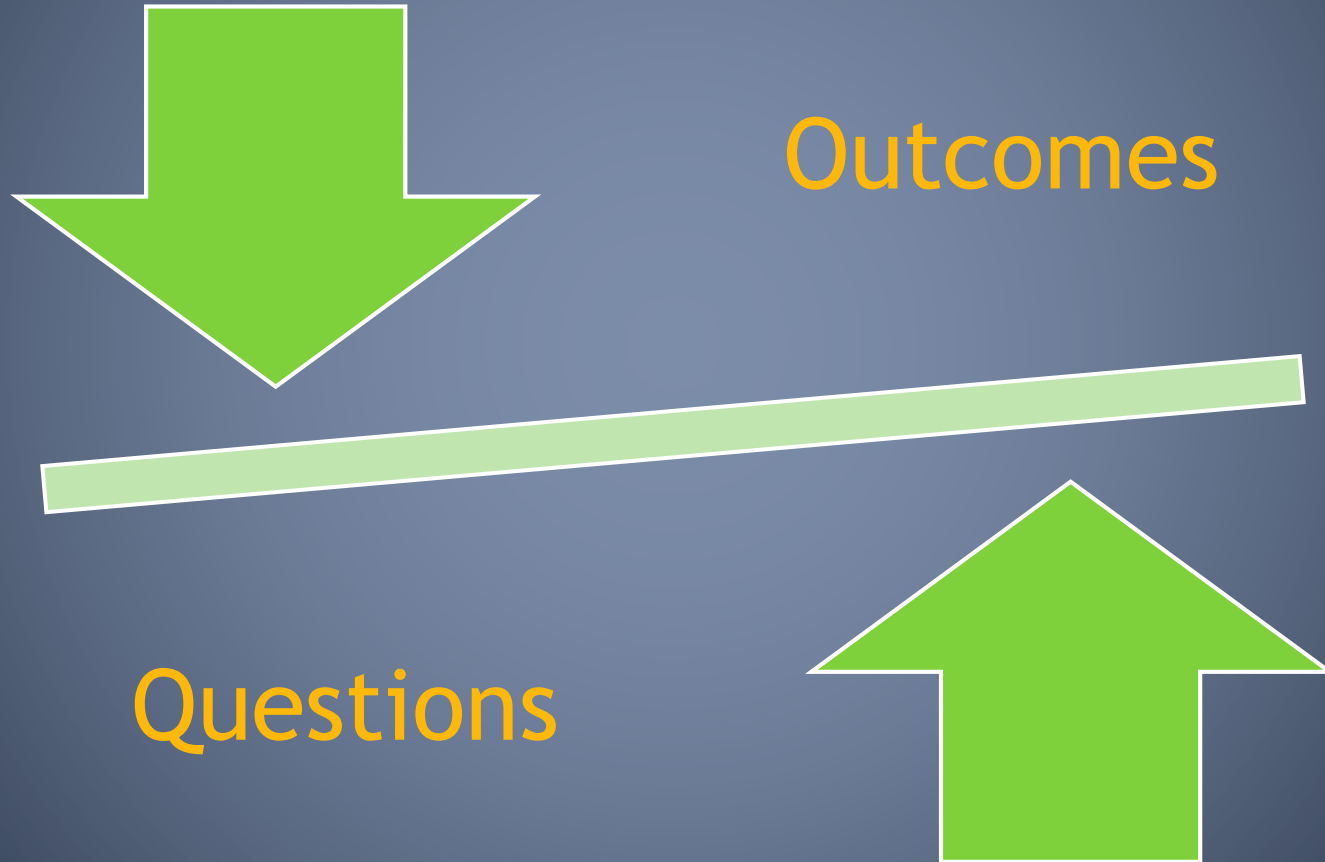
Content: Question Review

- Does the question...?
  - Measure/demonstrate departmental outcome
  - Measure/demonstrate program or service outcome
  - Measure/reveal opinions, behaviors, needs, and experiences that will assist with planning
    - Useful & actionable?
    - Important for other reasons?
      - E.g. Spread awareness (Exit Survey)
  - Assist in disaggregating groups of interest
    - (e.g. demographic questions)

Current Survey Inventory

- Programs Survey
  - (end of each quarter)

- iStart Survey
  - (end of iStart for incoming students only)

- American Culture & Conversation
  - Start/end of the quarter

- Global Siblings Program
  - Fall & Spring

- Biennial Survey
  - (every 2 years in Winter)

- Exit Survey
  - (end of each quarter, especially Spring)

- Workshops/Trainings
  - paper surveys (mostly)

Programs Survey

(Meta)Outcomes

Programs Survey

- Overview of Questions
  - Demographic information
  - How do you tend to hear about events?
  - Participation inventory
    - Which programs did you attend?
  - Standardized questions asked for each program attended as appropriate
  - Qualitative: Most valuable & suggestions

Programs Survey Outcomes

- Better response rates per program
  - Most greater than 30%
  - Two below 20%
- More upfront planning
  - Coordination between staff
  - More time to build the survey in Baseline
- More time analyzing & combining data
- Less ongoing management of the cycle
- More efficient & clear processes for staff
- More efficient for participants
  - on average attend 2 programs (~ 5-10 mins survey time)
- More narrative impact & better opportunities for data-informed decision-making

More Narrative Impact

- Outcome/Impact Statements
  - 91% of respondents connect with at least one person at a given DCISS event
  - Respondents most frequently meet three to five people at each DCISS event
  - 65% of respondents connect with at least one person after the event
  - Most of the after-event connections are with at least one domestic peer
  - 94% of respondents learned about another culture through events/people attending
  - 93% of respondents feel more comfortable at UCLA because of the event(s) they attended

# Better Opportunities for Data-Informed Decision-Making

- Ability to easily and reliably compare programs across the same questions
  - Which programs are the most effective at producing the outcome of interest?
  - Why might that be?
  - How can these elements be replicated in other programs?

Streamlining the Programs Survey

A Closer Look

Overview of Planning Process

Outcomes
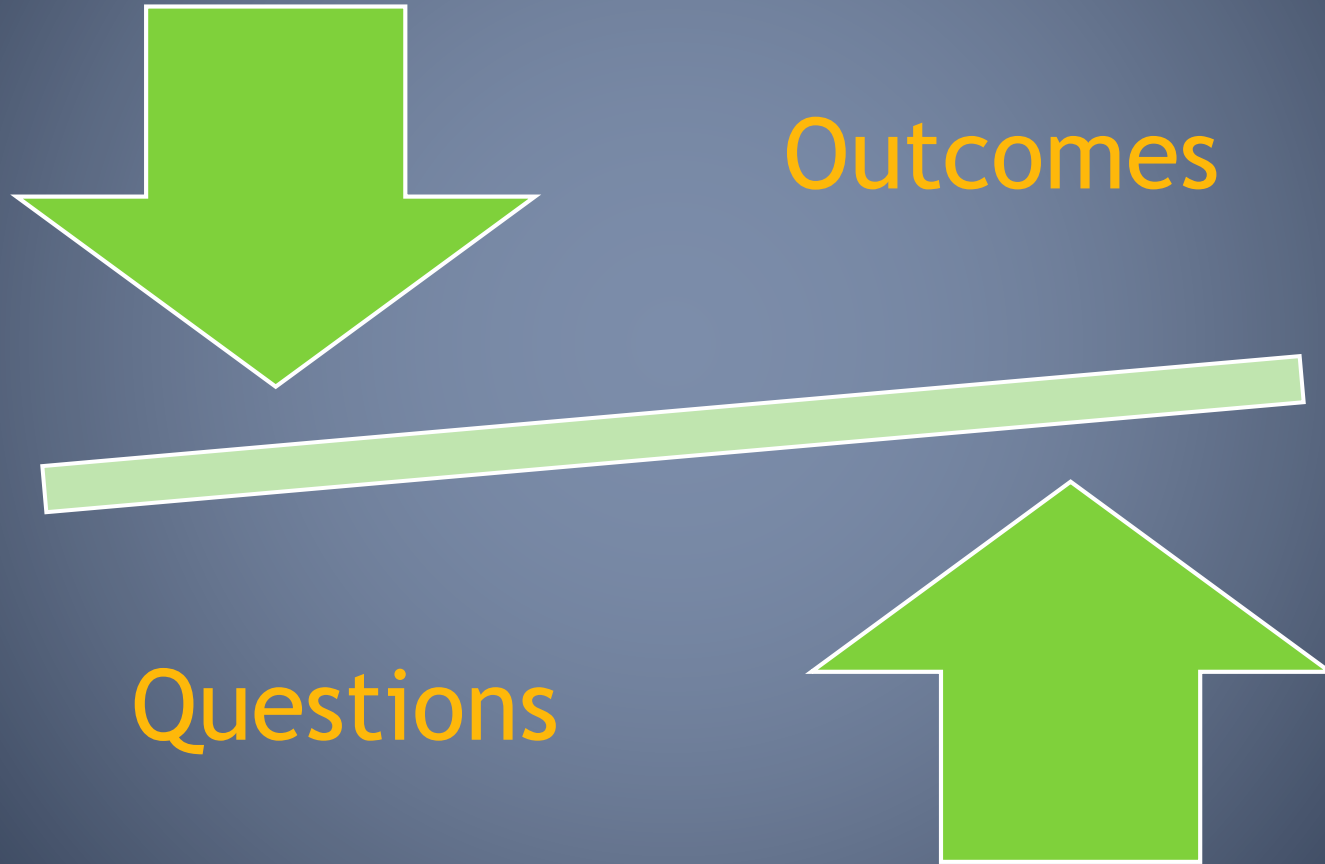
Questions

Reviewing Questions and Outcomes

- Bottom up: Identifying Outcomes
  - Review past questions of program surveys
  - Note question types/themes to standardize
- Top down: Identifying Outcomes
  - Strategic planning meeting
  - Which programs intend to do what?
  - E.g. L.A. Bus Tour vs. Wellness Tours
    - Feeling comfortable in LA vs. UCLA + ASHE/CAPS
- Move from different surveys for different programs to some standardized questions for most programs to a combined (mostly) standardized survey for programs

Example:
Evolution of Questions & Outcomes

- Example survey questions for different programs (non-standardized):
  - This event helped me to meet new people.
  - Did you enjoy getting to know your Travel*Mate who was from a different country than you?

- Both point to an articulated departmental outcome
  - catalyze friendship-building, especially between international and domestic communities at UCLA

Example:
Evolution of Questions & Outcomes

- First pass (standardized, before combined survey):
  - This event helped me to meet new people.
  - I met at least one person I plan to spend time with outside of this event.

  Level of effectiveness at assessing the related departmental outcome?

  Catalyze friendships, especially between international and domestic communities at UCLA

Example:
Evolution of Questions & Outcomes

- **Second pass** (standardized, after combined survey):
  - How many new people did you meet at this event?
  - How many people did you meet that you later spent time with outside of this event?
  - How many of those people that you spent time with are domestic peers (i.e. not international)?

Example:
Evolution of Questions & Outcomes

- Questions about connecting with international students who come from a different country

- Evolution of departmental outcome?
  - Catalyze friendships across difference (between international and domestic peers and within international communities at UCLA)

Current Planning Tool

- Question grid & categories of questions
  - Customer service/general satisfaction
    - felt welcome, would recommend, etc.
  - Interactions with others
    - Connections w/ how many & who
    - At and after event
  - Culture (learning, comfort, explore)
    - UCLA/UCLA Culture
    - U.S./American Traditions
    - Departments e.g. ASHE/CAPS for Wellness Tours

Planning Tool
Example Grid (Abridged)

Programs	General/ Satisfaction	Interactions with Others	UCLA/UCLA Culture	LA/US Culture	Program Specific Questions? If so, what questions would you like to ask?
ASHE/CAPS Wellness Tours	X	X	X		More comfortable using ASHE/CAPS?
LA Bus Tour	X	X		X	

Examples of Categories and Linked Questions:

General/Satisfaction
- I felt welcome at this event.
- I would recommend this event to a friend.

Interaction with Others
- How many new people did you meet at this event?
- How many people did you meet that you later spent time with outside of this event?
- How many of those people that you spent time with are domestic peers (i.e. not international)?

UCLA/UCLA Culture
- This event helped me feel more comfortable at UCLA.
- This event helped me to learn about UCLA culture.

LA/US Culture)
- This event helped me learn about Los Angeles/U.S. culture.
- This event helped me feel more comfortable in Los Angeles
- I want to explore more of LA because of this event.

Questions?

Examples of Data Use

- Collaborations & Referrals
  - UWC, SRC, Career Center, Student Leadership, CAPS, Corporate Sponsors
- Awareness
  - Exit Survey + Authorization Report (finding internships)
  - Collaboration with Career Center & Student Leadership
- Connecting students and the staff who serve them to resources (e.g. financial data & relevant resources)
- Support referrals to DCISS
  - DCISS strength in providing opportunities for connection
- Complicating views of UCLAs int'l population
  - 90% say some of their assumptions/perceptions of the international community changed