

Student Services Council (SSC) Meeting

Tuesday, March 5, 2019

2:30 p.m. – 4:15 p.m.

Room 10-468

Minutes

Attendees:

Kim Lopez	x	Alicia Frangos	x	Jackie Santizo	
Sylvia Aguirre-Alberto		Estela Garcia		Aaron Schaefer	x
Maggie Barrientos	x	Fauzi Hamadeh	x	Christine Su	x
Emily Barrick	x	Luis Padilla	x	Niruba Srinivasan	x
Lizette Bricker	x	Claudia Menjivar		Dennis Tordesillas	
Karen Chadwick		Mike Mitchell		Makiko Ueda	x
Gloria D'Ambra		Carol Newkirk-Sakaguchi		Carol Ullrich	x
Rob Dean		Charles Phan		Chris Woo	x
Krystal Duncan	x	Patrice Reed-Fort	x	Tiffany Zammit	x
Jennifer De La Cruz	x	Michele Rudovsky		Stephen Langi	x
Allie Fasth		Nicole Salviejo			

Guests: Hilary Goodkind, Stephanie Martinez

The meeting began at 2:32 p.m.

The Nuts and Bolts of Student Survey Development

Presenter: Hilary Goodkind

Document reference: Survey Development Fundamentals in a Nutshell, Survey Questions, Survey Development Resources, Design Principles at College of San Mateo

An ideal program survey begins with a context that addresses the purpose and reason for the survey. This is followed by a desired vision (e.g. Five Priorities in Five Years. *Educational Master Plan*) to arrive at an outcome or end state. In addition to the aforementioned, focusing on the program's inputs, activities, and outputs are equally important and will result in producing effective information about a program and avoid generic data (i.e. College Index data).

On a continuous improvement cycle, a survey is part of the assessment and evaluation stage of program change and strategic planning. In order to be effective, surveys need to include appropriately designed questions so that good relevant data can be collected.

Hilary discussed ideal traits and common pitfalls when designing and conducting surveys. She also facilitated group activities to discuss a sample survey and existing program surveys.

For the upcoming survey process, SSC members will be given the choice to use or modify their existing surveys or create a new one. PRIE will assist with refining questions, convert the survey into NOVI format and provide a link for student distribution. Survey owners will decide on the student population to survey. After surveys have been collected, PRIE will assist with results interpretation.

Student Services Retreat Catering

Presenter: Dennis Tordesillas

An email poll will be conducted to determine the type of cuisine that will be served at the retreat.

Program Announcements Flyers

Health Fair

International Education Program Photo Contest

World Gala Auditions

Next meeting: April 9, 2019

SURVEY DEVELOPMENT FUNDAMENTALS IN A NUTSHELL

BY HILARY GOODKIND, PH.D.

Dean of Planning, Research, Innovation, and Effectiveness
College of San Mateo



SURVEY DEVELOPMENT



1

THE SURVEY

A tough nut to crack

2

Why survey?

Who, What, When, Why, How

3

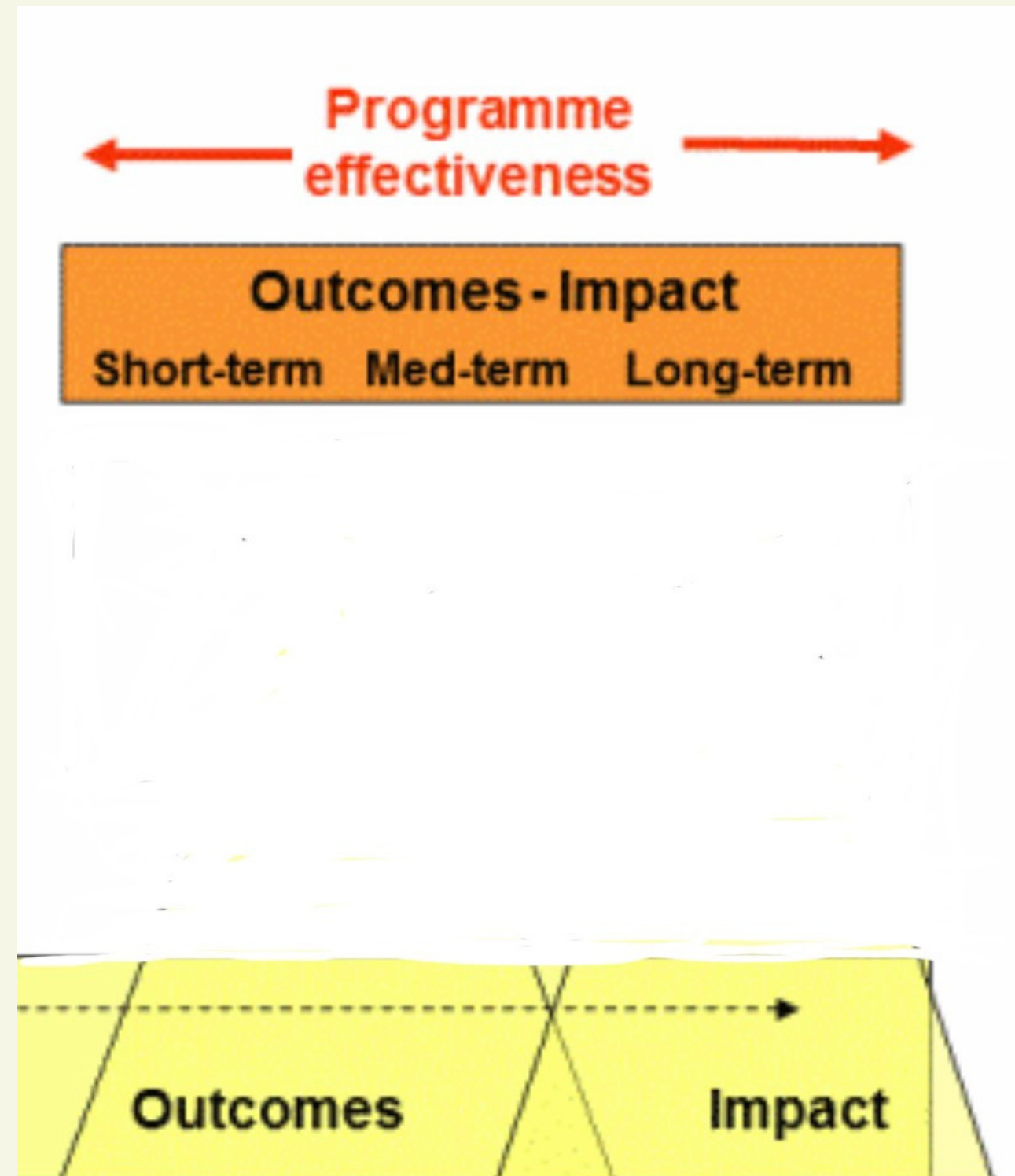
Partnering with PRIE to get
your survey done

CUSTOMER SATISFACTION



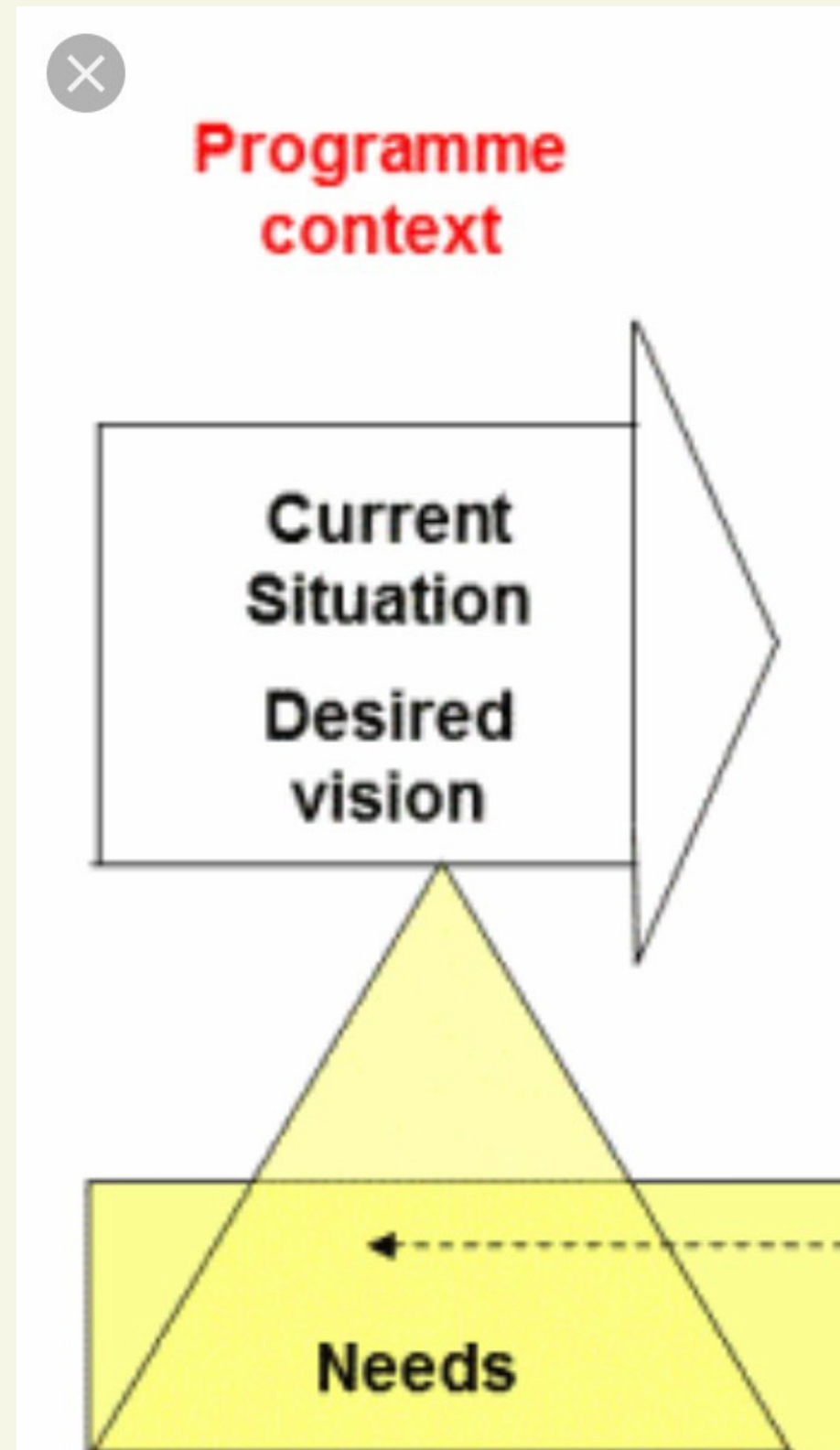
WHAT ARE YOU MEASURING?

Context?
Goal?
Activities?

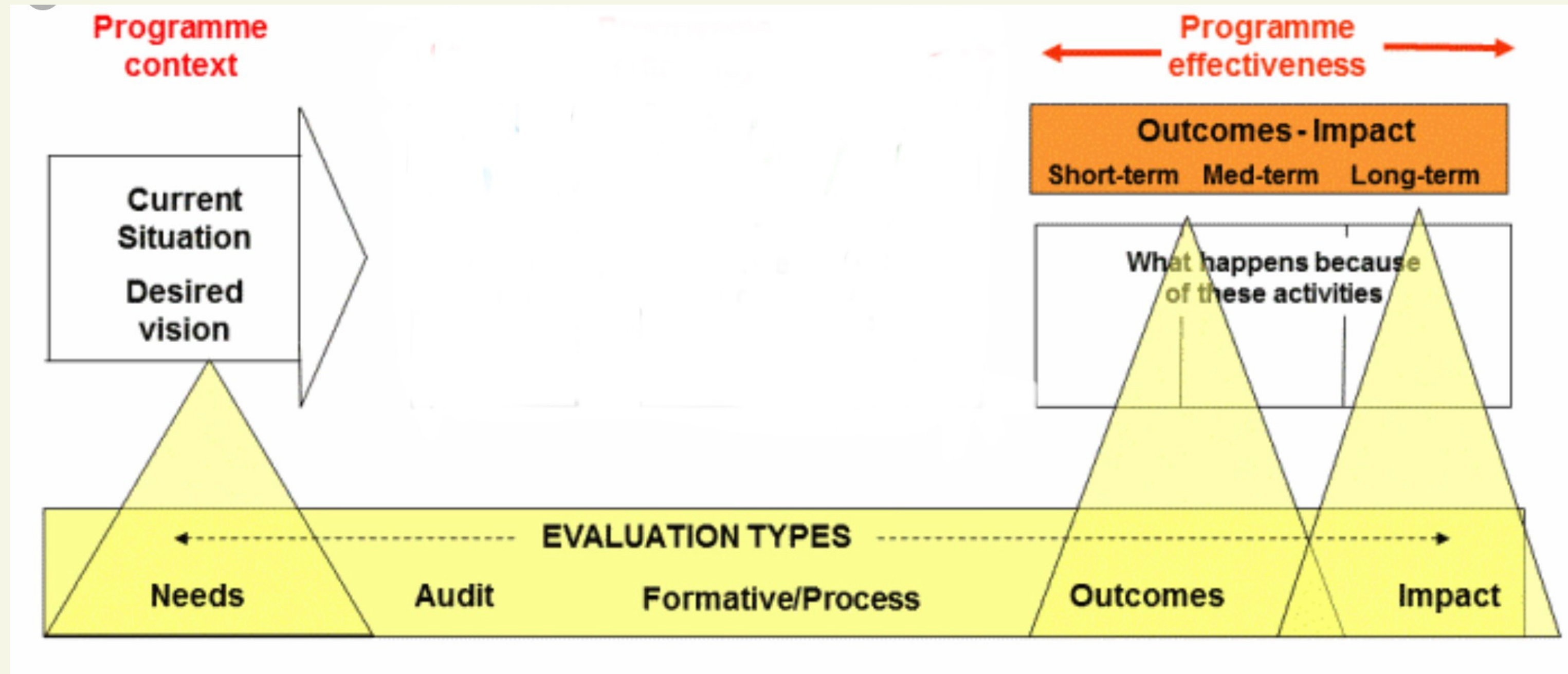


WHAT'S THE CONTEXT?

Desired Vision?

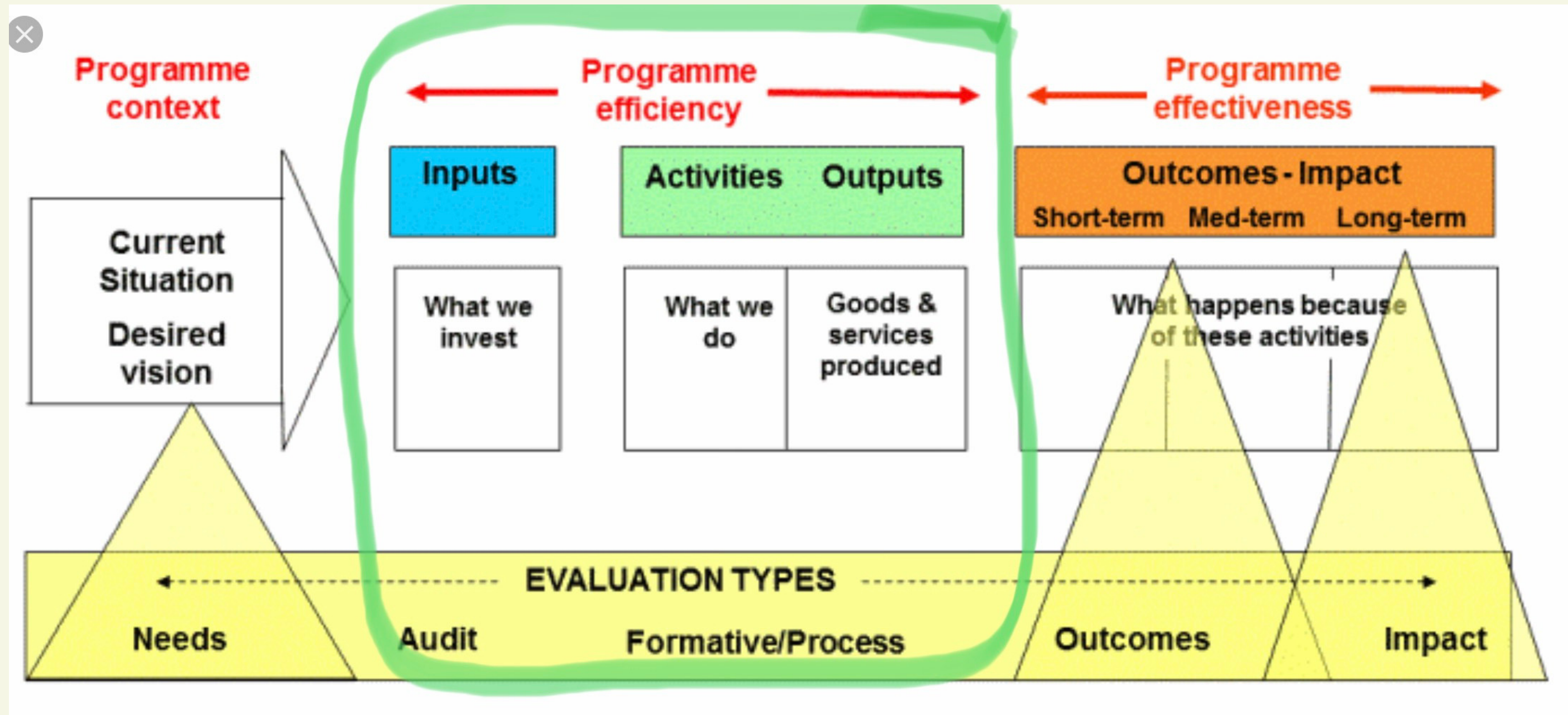


PITFALL: LEAP FROM CONTEXT TO EFFECTIVENESS



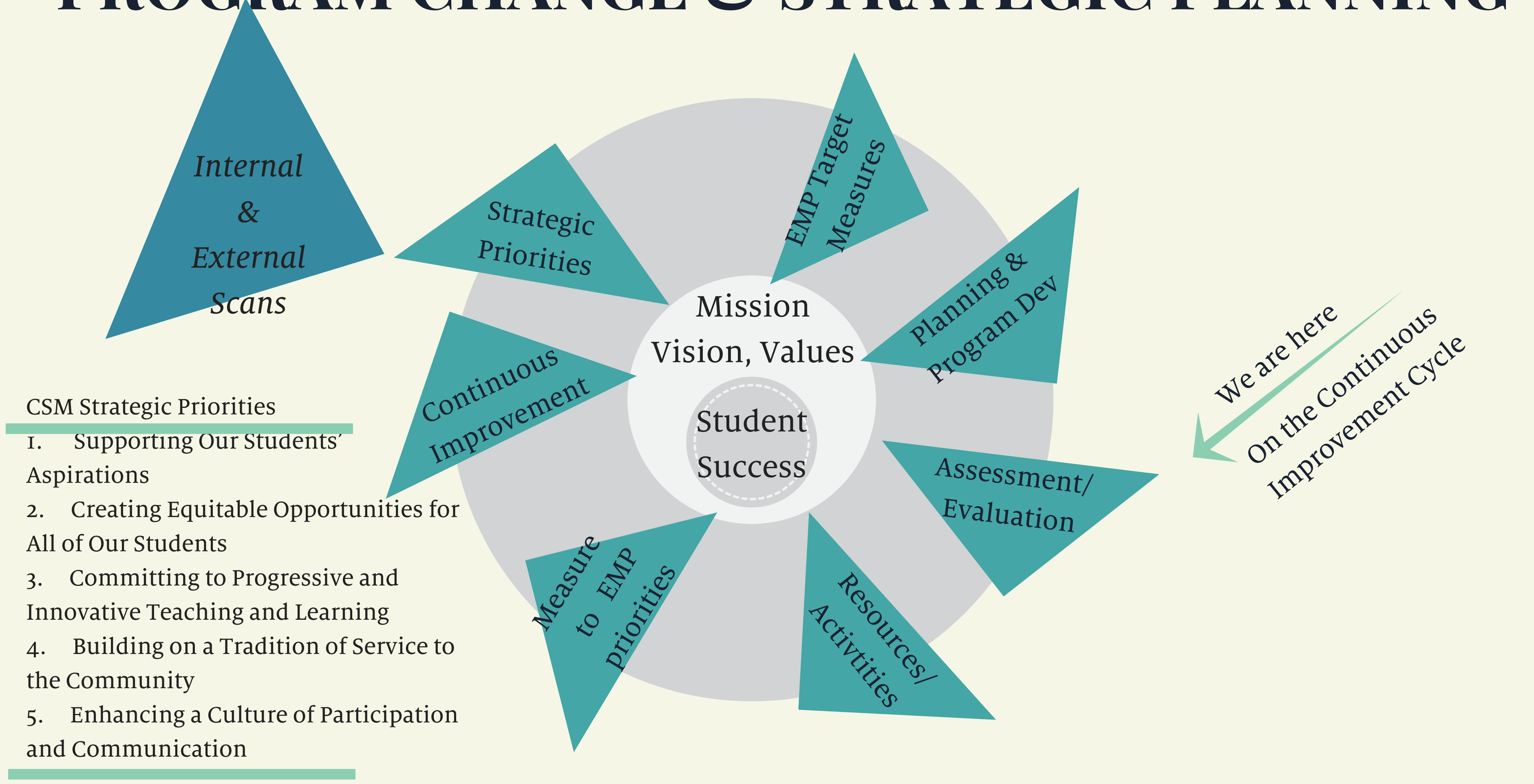
If we skip to the end, we miss data most meaningful to your program

PROGRAM CHANGE



Meaningful data for your program is in in the middle

PROGRAM CHANGE & STRATEGIC PLANNING



CSM Strategic Priorities

- 1. Supporting Our Students' Aspirations
- 2. Creating Equitable Opportunities for All of Our Students
- 3. Committing to Progressive and Innovative Teaching and Learning
- 4. Building on a Tradition of Service to the Community
- 5. Enhancing a Culture of Participation and Communication

IS A SURVEY THE RIGHT INSTRUMENT?



WHEN TO SURVEY

- A targeted set of questions to gather/collect feedback
- Reach large numbers of students for low cost
- When you can't answer questions with existing data sources (e.g., program review, EMP data)

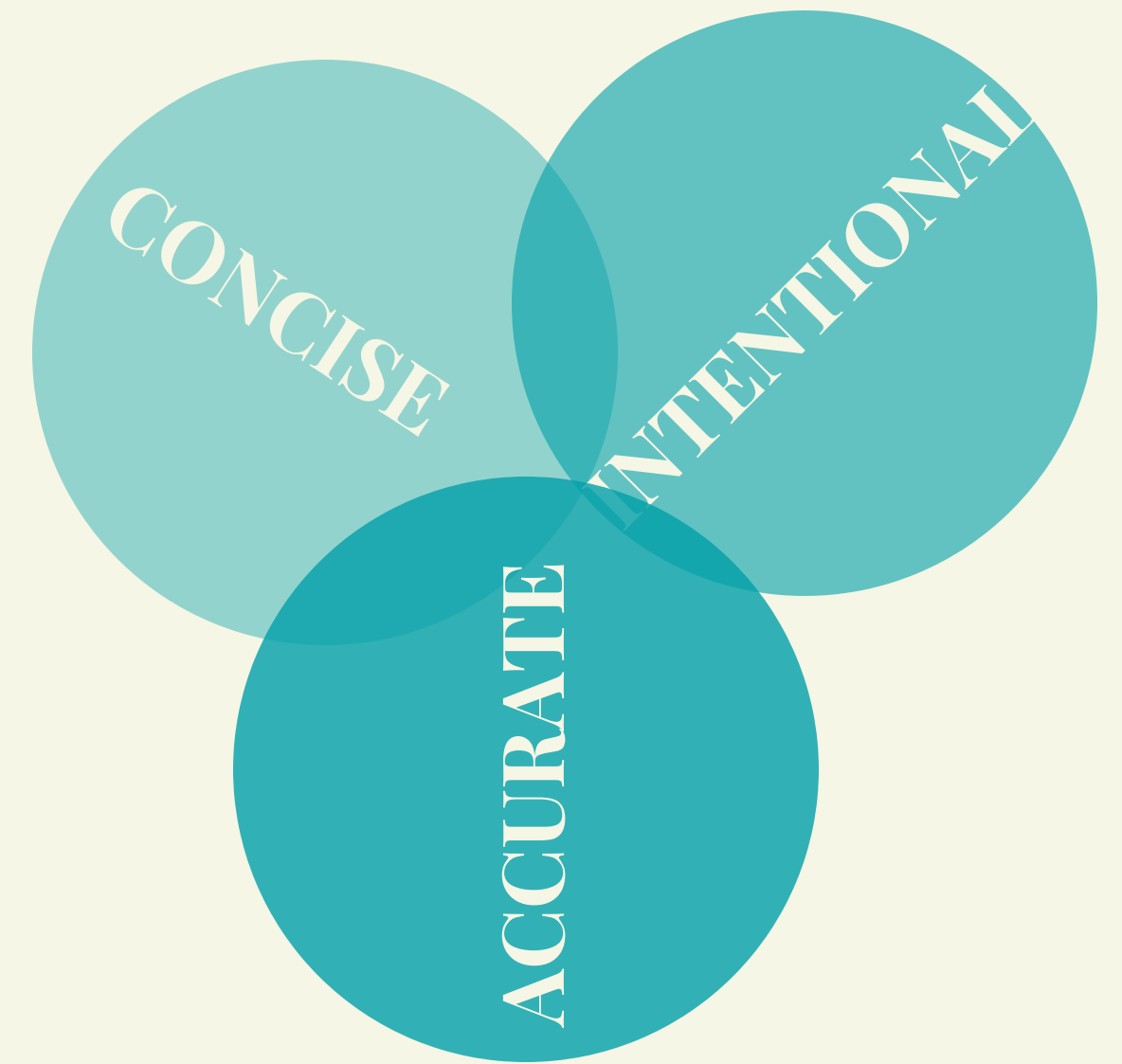
SURVEY CHALLENGES

LET'S TAKE A SURVEY



THE IDEAL SURVEY

- All questions measure the concept they intend to measure
- All respondents interpret questions the same way (you won't hear "What do you mean by that?")
- All respondents would be willing to answer
- All respondents would complete your entire survey
- Measures consistent data year to year



SURVEY QUESTION PITFALLS

TOO MANY NUTS AND THE WRONG TOOL!

- Imprecise focus
- Technical or vague terms
- Complex sentences
- No frame of reference
- Double barreled questions
- Leading, emotional, or evocative language
- Incomplete list of response options to consider



EXERCISE: SURVEY QUESTION REVIEW

20
MIN

1 REVIEW THE SURVEY QUESTIONS PROVIDED

2 IDENTIFY PITFALLS

3 IMPROVE THE QUESTIONS



Are you cracking the right nut using the right tool?

EXERCISE: DISCUSS YOUR OWN SURVEY



- **DISCUSS EXISTING STUDENT SERVICES SURVEYS**
- **DISCUSS MODIFICATIONS AND/OR ADDITIONS**
- **GROUP WORK TO DRAFT THE REVISED SURVEY**

SCOPE AND DRAFT YOUR SURVEY

THINK THROUGH WWWWWH

- Who, What, When, Where, Why, How
- Target population
- Timing considerations

GET PEOPLE TO RESPOND!

BRAINSTORM STRATEGIES TO INCREASE YOUR RESPONSE RATES

- How will you maximize participation?
- Incentives
- What has worked in the past?
- What can you do?

SURVEY PARTNERSHIP

THE ROLE OF PRIE

- PRIE will help you refine your questions
- PRIE will input your survey into NOVI Survey and provide you with a link
- Provide you with survey results
- Consult with you to help you interpret survey results



SURVEY PARTNERSHIP

YOUR ROLE

- Scope and draft your survey
- Pilot your survey
- Consult with your Dean and have your Dean fill out a PRIE research request form
- Consult with PRIE to refine and finalize your survey
- Distribute your survey
- Interpret your results
- Write reports or program review based on your survey results



PARTNER WITH PRIE TO GET IT DONE

PROPOSED STEPS:

- 1. Draft your survey
- 2. Pilot your survey (2-3 people) and modify based on feedback
- 3. With your Dean, fill out a PRIE research request form (Dean must submit the form)
- 4. Schedule a time to meet with PRIE to finalize your survey (allow minimum 3 weeks before you launch your survey)



The background of the slide is a blue-tinted photograph of a nutcracker. The nutcracker is shown from the waist up, holding a large nut in its hands. It is wearing a traditional outfit with a red and white striped shirt and a blue vest. The image is slightly blurred and has a soft blue overlay.

**Together we can find the right tool to help
you survey your constituencies**

CRACK THE SURVEY NUT!

CSM PRIE

Survey Questions

Please give us your feedback about CSM?

1. Did you enjoy our registration process?
 - ☐ Yes, it was easy and efficient
 - ☐ No, I couldn't get through it
2. How long did it take you to register for classes and on what day of the week did you do it? (Please describe
2. Do use the student Center when you are stressed and need a break?
 - ☐ Yes
 - ☐ No
3. The food in the student center is excellent. Do you agree or disagree?
 - ☐ Agree
 - ☐ Disagree
4. Do you think our counselors were unhelpful, or where they helpful?
 - ☐ My counselor was nice
 - ☐ My counselor was rude
 - ☐ My counselor had good advice
 - ☐ My counselor did not help me much
5. How much would you spend on a CSM water bottle at the bookstore?
 - ☐ \$1-\$15
 - ☐ \$6-\$10
 - ☐ \$11-\$25

Thanks for your time.

SURVEY DEVELOPMENT RESOURCES

SURVEY DESIGN

<https://www.surveygizmo.com/resources/blog/designing-surveys/>

https://psr.iq.harvard.edu/files/psr/files/PSRQuestionnaireTipSheet_0.pdf

<https://www.surveymonkey.com/mp/survey-guidelines/>

<https://psr.iq.harvard.edu/book/questionnaire-design-tip-sheet>

<https://www.surveygizmo.com/resources/blog/designing-surveys/>

<https://dism.ssri.duke.edu/survey-help/tipsheets/tipsheet-question-wording>

<https://www.helpscout.net/blog/customer-survey/>

SURVEY INSTRUCTIONAL VIDEOS

<https://www.youtube.com/watch?v=FkX-t0Pgzzs>

DESIGN PRINCIPLES AT COLLEGE OF SAN MATEO

Building Bridges to Knowledge, People, and Careers

Why Design Principles? As College of San Mateo begins the process of mapping programs through college-wide collaborations this fall, we need a set of design principles that will guide our discussions and decision making.

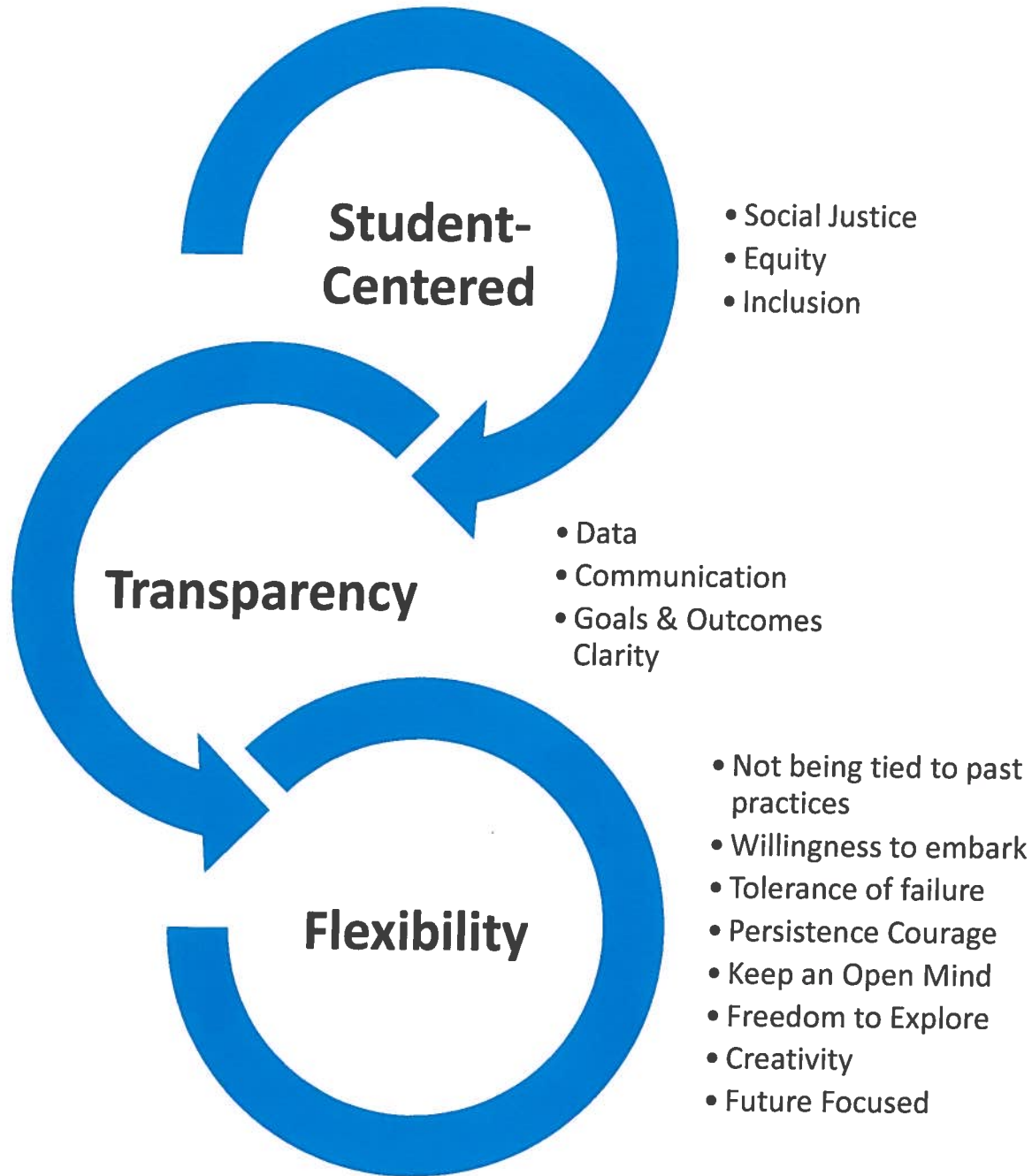


PHOTO CONTEST

SUBMIT PHOTO BY

March 15th, 2019

"Knowledge is like an ocean, it goes as
deep as you explore."

San Francisco, CA

2018 Finalist - Amir Rokhtel

SHOW US THE WORLD THROUGH YOUR ORIGINAL TRAVEL

GUIDELINES

- Title
- Photographer's Name
- Location of Photo
- Brief Description
- Maximum 1-3 Photos

SUBMIT TO

Karen Naval

askcsminternational@smccd.edu

(650) 574-6525

THE WINNERS

- 10 finalists will be selected and displayed at World Gala on Friday, April 26th, 6pm-9pm
- First Prize Award for People's Choice
- Judge's Choice will be published in CSM's award winning publication - Labyrinth!

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MAR 17 2019

College of San Mateo
Center for Student Life



International
Education Program
college of san mateo

4th Annual **WORLD GALA**

AUDITIONS

MUSICIANS • DANCERS • ARTISTS • SINGERS

Thursday, March 7 • Friday, March 8

Thursday, March 14 • Friday, March 15

GUIDELINES

1. Global Talent Showcase. Represent your culture and country.
2. Performance should be 3-8 minutes
3. Must be able to commit to the following dates:

* Rehearsal #1: Wednesday, April 10 - 3:30pm - 5:30pm
* Rehearsal #2: Wednesday, April 17 - 3:30pm - 5:30pm
* Rehearsal #3: Friday, April 19 - 12:30pm - 4:30pm
* World Gala: Friday, April 26

For Appointments / Information,
please contact Silvana by March 1st
grimas@smccd.edu or visit 10-393.

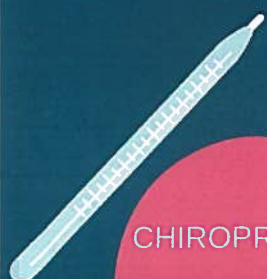
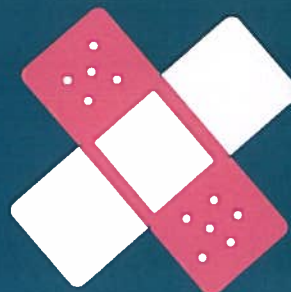


International
Education Program
college of san mateo

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MAR 17 2019

College of San Mateo
Center for Student Life



20TH ANNUAL
SPRING 2019

HEALTH FAIR

CHIROPRACTIC ACUPUNCTURE
REIKI

SMC PUBLIC HEALTH DEPT.
BLOOD SUGAR TESTING
FITNESS TESTING
MASSAGE

*and much,
much more!*

FREE FOOD
PRIZES

OVER 40 EXHIBITORS

WEDNESDAY, MARCH 27

10:00AM - 2:00PM

BLDG.10, BAYVIEW DINING