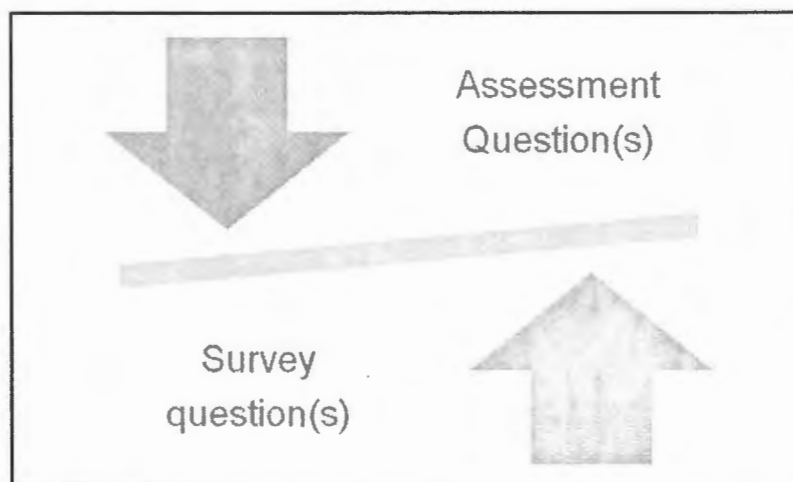


Exercise | Post-It Brainstorm: From Assessment Questions to Survey Questions

GOAL : Convert **concepts** in your assessment question to **indicators** and then to **survey questions**.

Process for Brainstorming, Individually or in Groups

- Step #0: Begin with **one concept** you want to survey e.g. integration, student engagement, global learning, customer satisfaction
 - What behaviors, values, beliefs/opinions, feelings, thoughts are indicators of the concept?
 - What would you measure or ask that would point to the concept?
- Step #1: Generate as **many ideas/indicators** as you can without judgement until you “saturate”
 - Use **one** post-it for **one** indicator
 - Refrain from evaluating during this step as this can disrupt the flow of ideas
 - Write down all ideas on post-it notes including the “silly” ones; this will help get them out of your head and/or lead you or others in your group to other less “silly” ones
- Step #2: **Organize** the post-its into related groups.
- Step #3: **Record** the ideas/indicators by related group.
- Step #4: **Evaluate** the indicators.
 - Which ones are the best given your goals? Your context? Your stakeholders?
 - Which ones get to the concept’s core most effectively given your experience?
 - How many indicators do you need? Note that these are all judgement calls and rely on your expertise in your institutional context.
- Step #5: **Create** survey questions using the best indicators and best practices above.
- Step #6: **Refine** survey questions or assessment questions by mapping up & down to check your work.
 - Sometimes you discover hidden assessment question(s) or outcomes of interests because you’re drawn to particular survey questions.



Strategic Planning

- Now that you've generated a several surveys take a step back and consider how all your survey fit together!

CONSIDER:

- **Logistics. Survey Fatigue and Response Rates**
 - Over-surveying can lead to survey fatigue and a drop in response rates
 - Response rate guidelines:
 - 20% Good/Usable
 - 30% or > Better
 - **Actions:**
 - Coordinate office assessment efforts, especially web-based survey
 - Reduce duplicate efforts (no two surveys should survey the same thing unless you're hoping to compare those measures)
 - Be mindful of institutional surveys outside of your office and administration dates - this can impact your response rates
 - Offer incentives for survey completion where possible
 - Note that more of less is better (e.g. \$10 gift cards x 5 vs. one \$50 gift card)
 - **Your Story.** How can you best set yourself to your story well and concisely where appropriate?
 - **Actions:**
 - Repeat survey questions for similar workshop or programs
 - Aggregate (combine) data from all similar questions to tell your story concisely and with impact
 - Identify strengths. Evaluate which programs or workshops are receiving the best reviews
 - Rinse and repeat!
 - Understand areas for improvement. Evaluate which programs or workshops are receiving the worst reviews and reflect on why that might be
 - Scrub, rinse, and repeat! (if "low" performers are of concern)

E.g. In Fall 2015, 91% report meeting at least one new person at Dashew Center events and over half connect with someone from a different national background after a given event.

 - Which programs are the best at producing this outcome?
 - Why might that be?
 - Rinse and repeat!