

UW-Madison Surveys of Undergraduates

Surveys of students and alumni have the potential to provide useful information. They are the most efficient way to collect information on impressions, reactions, and experience from the perspective of the student. They extend information in the student record system. They are costly and consume substantial analytical resources.

What surveys are being conducted at the institution-level? Are they useful? What factors and changing circumstances both locally and nationally influence how we think about continuing with the current pattern or making changes?

Current Surveys Conducted at the Institution Level

Undergraduate Survey

- asks questions about satisfaction, student experience
- conducted annually from 1993 to 1998, 2000, 2003 and 2006
- developed in response to public demand for this kind of “assessment”
- in recent years sponsored by the vice provost for teaching and learning
- survey developed by the VPTL and UWSC along with others
- survey conducted by the UWSC, telephone survey
- survey results analyzed by APA; APA is the repository for the survey files
- see reports http://apa.wisc.edu/performance_students_surveys.html
- benefits – many years of history, trends available, questions are tailored to what we want to know
- problems – survey too big, phone survey method is becoming problematic, not sufficiently timely, no one seems to use the information

National Survey of Student Engagement

- asks questions about engagement, student experience
- conducted in 2001, 2004, 2006, planned for 2008
- conducted in collaboration with UW System Administration; used in the accountability report
- survey conducted by NSSE, web-based
- reports delivered by NSSE
- additional analysis APA; APA is the repository for the survey files
- for reports http://apa.wisc.edu/performance_students_surveys.html
- benefits – national study, peer comparisons, used in accountability reports, political value
- problems – we don’t get to pick the questions

DoIT Technology Survey (per Brian Rust)

- annual Computing Survey conducted by DoIT; asks questions about students experience with technology
- UWMadison participates in the national ECAR survey (<http://www.educause.edu/ecar/>) – student experience of IT in the academic environment
- Web site <http://www.doit.wisc.edu/about/research/>

ACT Alumni Outcomes Survey

- asks questions about value of educational experience; questions about post-graduation work, like, and future education
- conducted in summer 2005; survey of bachelor's degree recipients from 2000-01, 2001-02, 2002-03
- planned for summer 2007; survey of graduates from 3, 4, and 5 years ago
- conducted in collaboration with UW System Administration; used in the accountability report
- survey conducted by ACT, web-based
- reports delivered by ACT
- additional analysis APA; APA is the repository for the survey files
- for reports http://apa.wisc.edu/degrees_alumni.html
- benefits – national study, peer comparisons, used in accountability reports, political value
- problems – we don't get to pick the questions

WAA Directory Embedded Questions

- not a survey *per se*
- a collaborative project of the provost's office/APA and WAA
- high-value questions embedded in the directory and asked of alumni when they visit the WAA directory web site
- asks questions about value of undergraduate education, subsequent education, work life
- for reports http://apa.wisc.edu/degrees_alumni.html
- benefits – gets information we want from alumni, allows us to connect unit record information with demographic and degree and enrolled-student records, potential for programs to replace some surveys, increase efficiency, get rid of shadow systems
- problems – need to get more users

Considerations for the development/delivery of future surveys

The AAU/AAUDE and NASULG and other national influences will necessitate that we establish:

- senior exit surveys and
- alumni surveys

Voluntary System of Accountability

- includes requirement for standardized test of writing and critical thinking skills: MAPP, CLA or CAAP
- While these tests of student learning are not surveys, they will draw on the same resources and the need to respond to external, political demands.

Surveys in Schools/Colleges and Other Units

Business

- biennial EBI survey of graduating seniors (contacts: Jo Meier or Steve Schroeder)

Education

- annual survey of student teachers and cooperating teachers regarding our teacher education programs.
- annual survey of teacher education alumni who graduated five years previously, with focus on the quality of the teacher preparation program

Engineering

- Numerous surveys, including EBI, at the department level

Graduate School

- about to implement an exit survey for all graduate students
- has participated in the national Survey of Earned Doctorates for decades

Human Ecology

- Alumni survey conducted triennially; conducted in 2006 for graduates of 2002-2005.
- Contact is Bill Aquilino

Law

- biennial survey of alumni 5 years after graduation

Pharmacy

- Annual exit interview of the PharmD students. All PharmD graduates receive on-line exit survey; sample (approx 24 students) have an exit interview. Topics focus on areas that are priorities for improvement. Conducted annually since 1999.

Veterinary Medicine

- annual "exit survey" (written form with objective and subjective questions) of graduating students
- annual survey of graduating students immediately after they take the national board exam regarding how well our curriculum's prepared them for the boards
- annual alumni surveys at 1 and 3 years post-graduation (starting in 2007-08)