

**IRC Minutes****Friday, September 26<sup>th</sup>, 2014****ANNOUNCEMENTS:**

1. Zun Tang discussed online surveys CUNY OIRA plans to administer in Spring 2015:
  1. Survey of Associate Degree Recipients
    - Administered annually to degree recipients from three semesters prior.
    - Intended to be used for CTEA reporting.
  2. Survey of Baccalaureate Degree Recipients
    - Previously administered in 2010 (to AY2007 baccalaureate degree recipients) and 2013 (to 2010 baccalaureate degree recipients).
    - This may be offered biennially going forward, but this is not yet definite.
  3. Student Climate Survey
    - Focuses on sexual harassment and violence on campus
    - Part of a CUNY-wide effort to address sexual harassment issues
    - Survey content is not primarily under the direction of the CUNY Legal Affairs; OIRA will assist in its administration, not its content.
  - CUNY OIRA has traditionally administered these surveys in paper. This semester, they will be online. Zun was interested in IR professionals' experiences with online surveys.
  - Many colleges may be administering additional surveys online during this time:
    - National Survey of Student Engagement
    - Noel-Levitz Student Satisfaction Inventory
    - COACHE Survey
2. IR Professionals in attendance shared their experiences with online software programs.
  - CUNY OIRA has purchased the premium version of Survey Monkey to administer the surveys.
  - Survey Monkey typically hosts the survey on its own server. This means that the survey administrator cannot reset the url to look like it an authentic cuny.edu url. Zun and Colin asked what experiences attendees had with other survey packages.
  - Ric Anzaldúa (John Jay) suggested SurveyGizmo. Survey administrators have more control over the process. Surveys are tied to students' unique email addresses, which allows for tracking (and the survey is therefore not anonymous).
  - Joan (Hunter) suggested Qualtrix. Qualtrix allows survey administrators to change the url. Attendees were going to look into whether CUNY has a site license for this software. [Note: CUNY does not have a site license for this software. Hunter has a site license specifically for Hunter faculty, staff, and student use.]

- Chris (Bronx CC) uses SnapSurveys. This allows administrators to change the origin email address so it appears to come from the College. However, spam filters may still block them if the internal headers are not changed.
  - Sam (CSI) suggested Gravic/Remark Web Survey. This allows a very high level of administrator control, and is administered from the local address, not the company's address with an altered source email.
3. CUNY Office of Student Affairs also plan to administer, in Spring 2015, the CUNY Multi-institutional Study on Leadership.
    - This is another survey of students that is expected to involve at least ten CUNY colleges.
  4. Elisa suggested compiling (perhaps through the IR Council Listserv) a list of the surveys we're currently working on.
    - There is substantial concern that students are being over-surveyed; that this is annoying to the students; but is also contributing to poor response rates.
    - Compiling a list of surveys may help address possible redundancies in survey content, and help directors to better manage the scheduling of surveys so that they do not all come at once.
  5. Colin addressed questions about CTEA preparation.
    - He mentioned that the Chancellor has inquired about how data on employment of CUNY alumni in non-NYS and international employers might be obtained by exit surveys. These are the instances where employer data cannot be obtained from NYSDOL.
    - Contact Zun Tang about how OIRA will assist in the submission of upcoming quarterly reports on Core Indicators of Performance.

### **AGENDA ITEMS:**

1. Noel-Levitz Administration
  - The Colleges have the option to administer Noel-Levitz SSI online, and do not need to go into classes and obtain faculty assistance for administration.
  - Online administration probably will mean, in most cases, anonymous data, where the entire population (and not a sample) are contacted for participation.
  - Joan (Hunter) suggested that Blackboard might be used to integrate administration of the SSI to specific classes; this might allow a centrally administered process.
  - Apparently, Blackboard would require administrators to go to every course and set up the survey participation invite, one at a time, which could be very time consuming.
  - Zun and Colin will follow up about the feasibility of administering a survey through Blackboard.
  - Ed (CCNY) asked whether the short version of the Noel-Levitz SSI can be administered, instead of the long version. There was some concern that the length of the survey would lead many students to abandon it before completion.
2. Touching Base About Student Achievement Measure (SAM)
  - Instead of entering data completely into SAM, IR professionals can link to VSA to fulfill SAM requirements.
  - IR professionals who need help with this may contact Biana Novosyolov.

### 3. IR-Assessment Joint Retreat 2015

- Sam (CSI) suggested holding the 2015 Joint Retreat at the College of Staten Island. Attendees supported the notion, and this will be the location, unforeseen changes notwithstanding.
- Proposed dates are April 17 and April 24; March 20 and 27 are also possibilities.
- Possible theme: Faculty involvement in the assessment process.

### 4. National Student Clearinghouse Challenges and Tips

- The matching procedure for NSC does not rely on SSN, but a combination of first and last name and date of birth. This protects the privacy of students, but also creates imperfections in matching.
- Data in SAM does not necessarily match data obtained from any particular NSC request. The likely reason is that registrars submit data to NSC every two weeks; and as a result, NSC is constantly being updated.
- When do you request NSC data? The most popular response among attendees appeared to be January, although some obtained data as early as October (in order to also obtain a summary report) or as late as March.
- Adjusting the “last attended date” in the request can alter the results.
- For transfer outs within CUNY, agreement rate between CUNY OIRA and the NSC appears to be about 95%.
- Under consideration is a shared wiki for collecting ideas on discrepancies, questions, and issues related to obtaining and using NSC data.

Next IR Council Meeting: October 31, 2014