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# Conducting Assessment Surveys with Qualtrics

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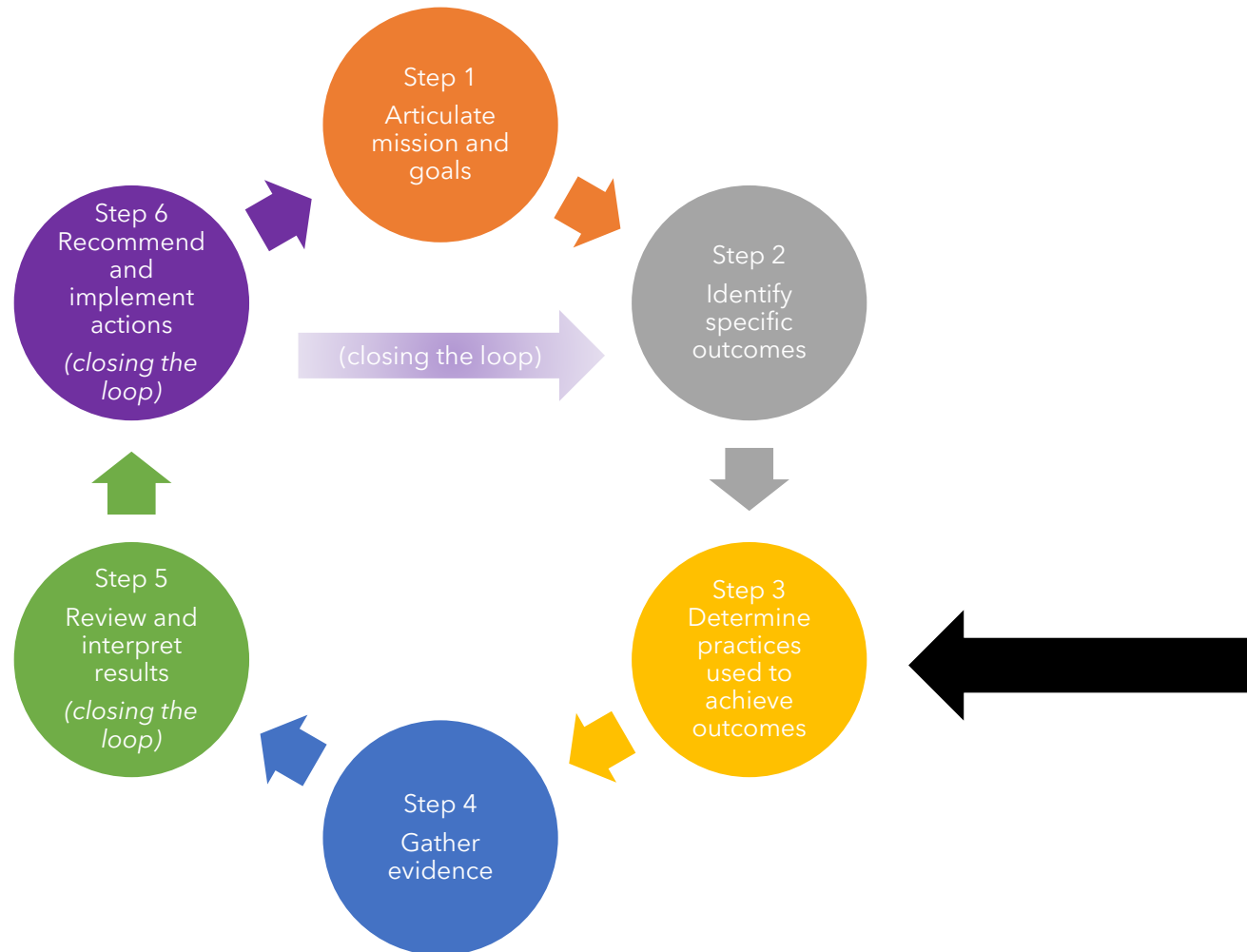
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# Typical Assessment Process



# Surveys as an Indirect Assessment Tool

- **Direct evidence: student work; scored by experts**
  - Examples: papers, exams, presentations, portfolios, theses, etc.
- **Indirect evidence: tools to gather student self-reflection**
  - Examples: surveys, focus groups, interviews, self-reflection papers, etc.

**Note: Align survey questions to SLOs**

# Example: SLO-Aligned Survey Questions

SLO theme	Survey Question	Strongly Disagree	Disagree	Agree	Strongly Agree
Learning the content of Marketing	Through the Business courses I have taken, I have gained an appreciation for the contributions that marketing makes to understanding human consumer behavior.				
Critical Thinking	Through the Geology courses I have taken, I have learned to analyze and construct arguments, define and solve problems, and understand and apply scientific reasoning.				
Communication	Through the Engineering courses I have taken, I have learned to communicate my ideas, both written and spoken, in a clear, organized, and compelling way.				
Understanding Data and Research Methodology	Through the Psychology courses I have taken, I have gained a specific understanding of how to use data and research methodology, including knowing the benefits and pitfalls of data analysis, being able to design and draw conclusions from a research study, and using descriptive and inferential statistics.				
Appreciating Diversity	Through the Hospitality Management courses I have taken, I have acquired an appreciation of and respect for individual differences and diversity of experiences and backgrounds.				

# Creating Surveys Walk-through

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# Things to Consider

- IRB approval (BEFORE you send out the survey)
- Anonymous or confidential
- Timing of when the survey is sent
- When to send reminders
- Typical response rates
- Equity Gaps
- Collect demographic information last
- Include in your program's assessment plan

# Assessment Resources

<https://www.cpp.edu/assessment/assessment-tools.shtml>

## Qualtrics Support

- [https://www.qualtrics.com/support/?utm\\_medium=product&utm\\_source=help&utm\\_campaign=qualtrics%20support](https://www.qualtrics.com/support/?utm_medium=product&utm_source=help&utm_campaign=qualtrics%20support)
  - Survey Platform
- <https://www.cpp.edu/cba/customer-insights-lab/resources/qualtrics.shtml>

# Questions?

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