



Assessing the Effectiveness of myBAR in Club Re-chartering

Summary of a Research Project

March 2013



Introduction

- **Graduation Initiative**

- myBAR - an effort to assist the achievement of CPP's Graduation Initiative targets.

- **Correlation of myBAR & GI**

- Co-curricular involvement

- Impact could go either direction
- Effect could be mixed (*Pascarella & Terenzini, 2005*)

- myBAR

- Data collection, analysis, reporting, better advising

- Peer environment

- influence values, beliefs and attitudes
- Set expectations to behavior (*Reason, 2009*)



Project Objectives

- **The project seeks to achieve**
 - Identify the most helpful functions
 - Assess the effectiveness from students' perspective
 - Find out any program enhancement desired
 - Determine what could be done for improvement
 - Provide analytical information for myBAR management



Methodology

- **Quantitative method**
 - Online survey: May 1- May31, 2012
 - Population: 280 student club presidents
 - 136 give consent to take the survey
 - 127 actually completed the survey
 - Data collected: user experience of using myBAR in club re-chartering process in 2011
- **Questionnaire design**
 - Program usability
 - Program training & support
 - User satisfaction

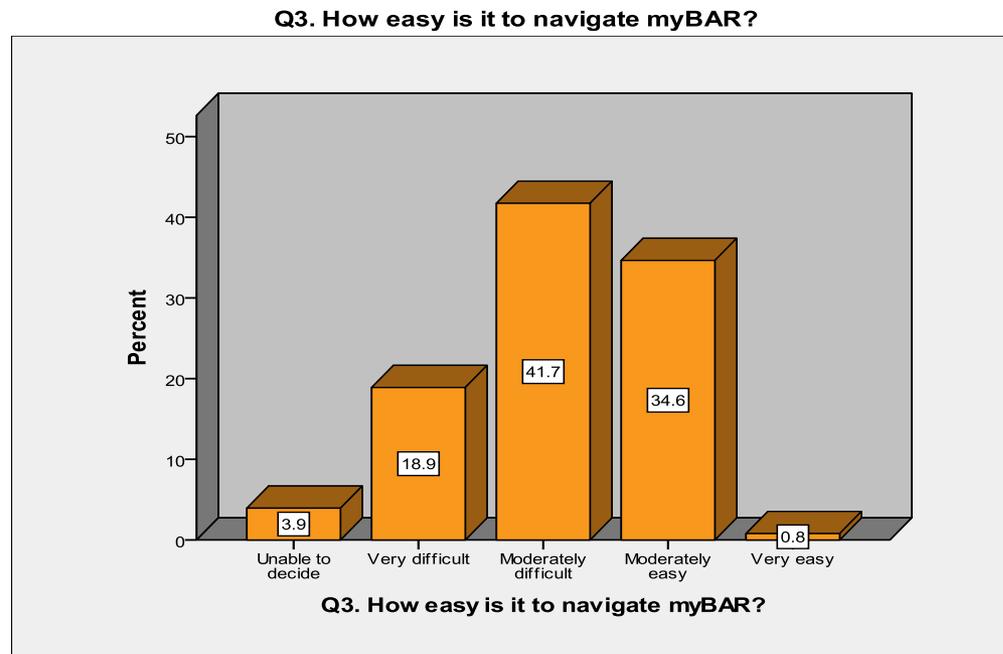


Methodology

- **Selected questions**

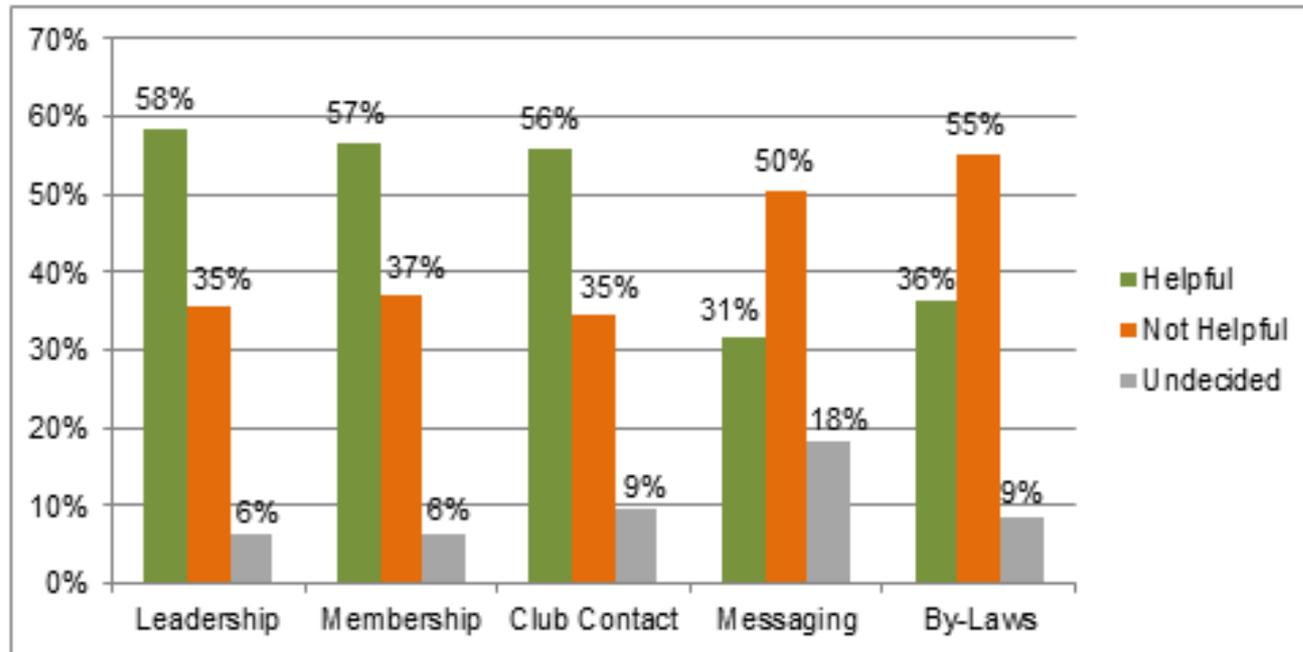
- How easy is it to navigate myBAR?
- How helpful the program tabs in assisting you with managing your club?
- How helpful was the myBAR presentation in the presidents' re-chartering workshop?
- How helpful was the myBAR tutorial video?
- How satisfied are you with myBAR's support?
- How would you rate your overall experience with using myBAR?
- Do you have additional comments or suggestions for the myBAR program? (free response)

- **User interface**
 - How easy is it to navigate myBAR?



- Moderately difficult: 41.7%; Moderately easy: 34.6%

- **Program functionality**



The Leadership, Membership and Club Contact functions are viewed as more helpful for managing club information.



Data Analysis

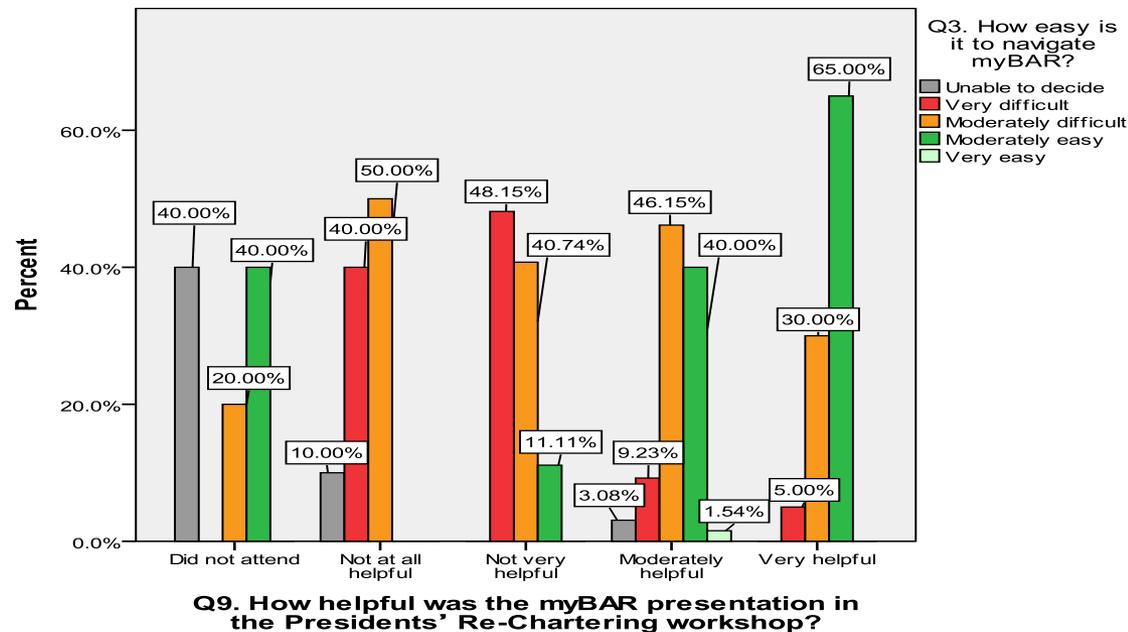
- **Training**
 - myBAR presentation

Q9. How helpful was the myBAR presentation in the Presidents’ Re-Chartering workshop?			
Count	Percent		
20	15.75%		Very helpful
65	51.18%		Moderately helpful
27	21.26%		Not very helpful
10	7.87%		Not at all helpful
5	3.94%		Did not attend
127 Respondents			

- 66.93% said the myBAR presentation offered in the club re-chartering workshop was either very helpful or moderately helpful.

- **Training**

- myBAR presentation & easy navigation



The presentation positively affects users' experience of navigation.

Presentation very helpful → 65% feel moderately easy to navigate



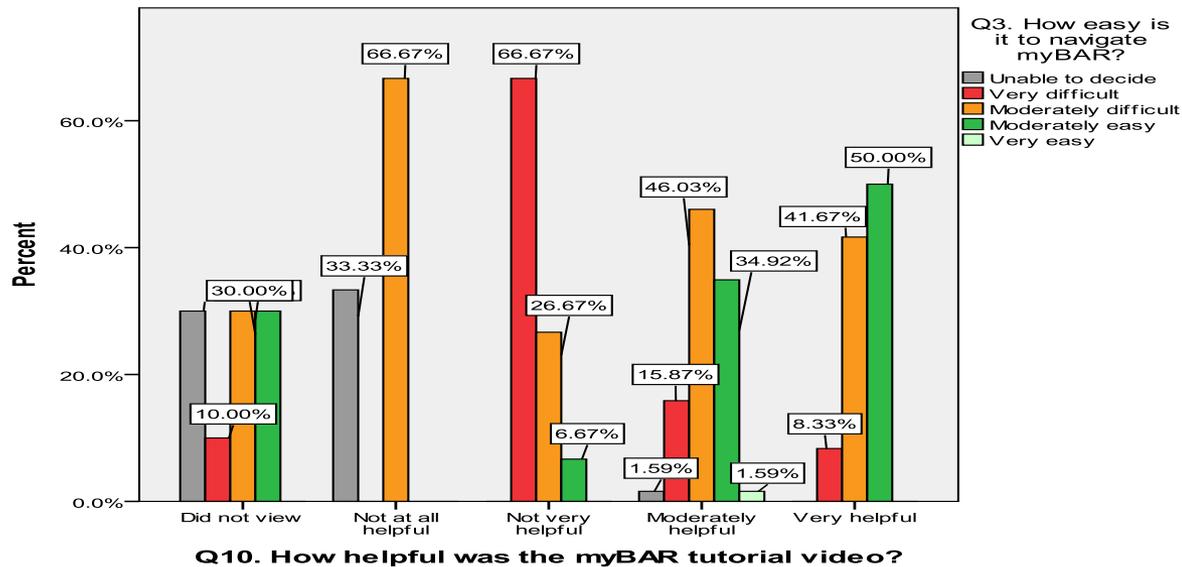
Data Analysis

- **Training**
 - On-line tutorial video

Q10. How helpful was the myBAR tutorial video?			
Count	Percent		
36	28.35%		Very helpful
63	49.61%		Moderately helpful
15	11.81%		Not very helpful
3	2.36%		Not at all helpful
10	7.87%		Did not view
127 Respondents			

- 77.96% said the tutorial video was either very helpful or moderately helpful.

- **Training**
 - On-line tutorial video & easy navigation



The tutorial video positively affects users' experience of navigation.

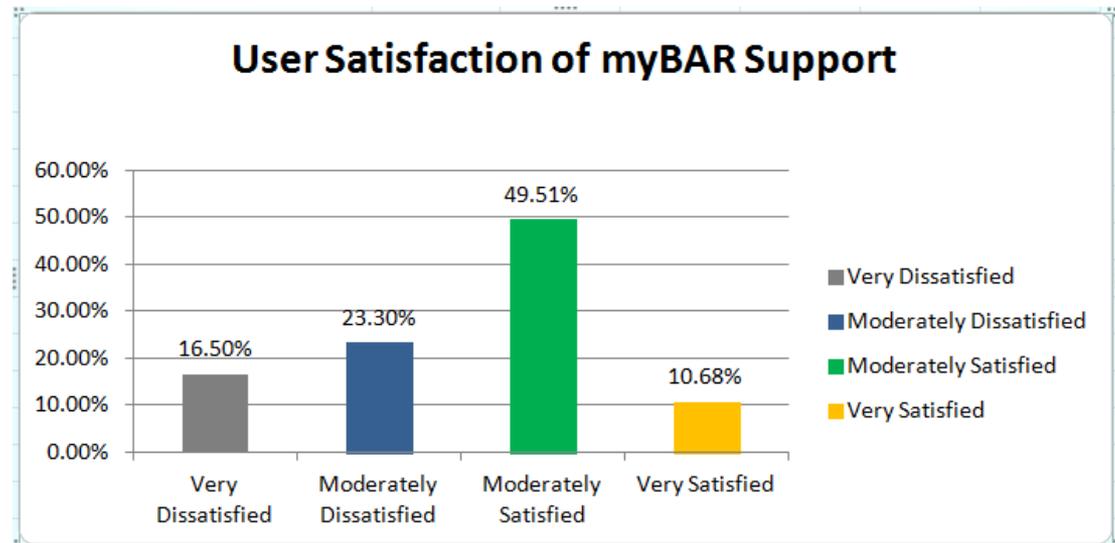
Video is very helpful → 50% feel moderately easy to navigate

Video is not very helpful → 6.67% feel moderately easy to navigate

- **Support**

Q11. How satisfied are you with myBAR's support?			
Count	Percent		
11	8.66%		Very satisfied
51	40.16%		Moderately satisfied
24	18.90%		Moderately dissatisfied
17	13.39%		Very dissatisfied
24	18.90%		Did not ask for support
127	Respondents		

60.19% were either very satisfied or moderately satisfied with myBAR support (excluding those not asking for support)





Data Analysis

- **User satisfaction**
 - Users' overall experience of using myBAR

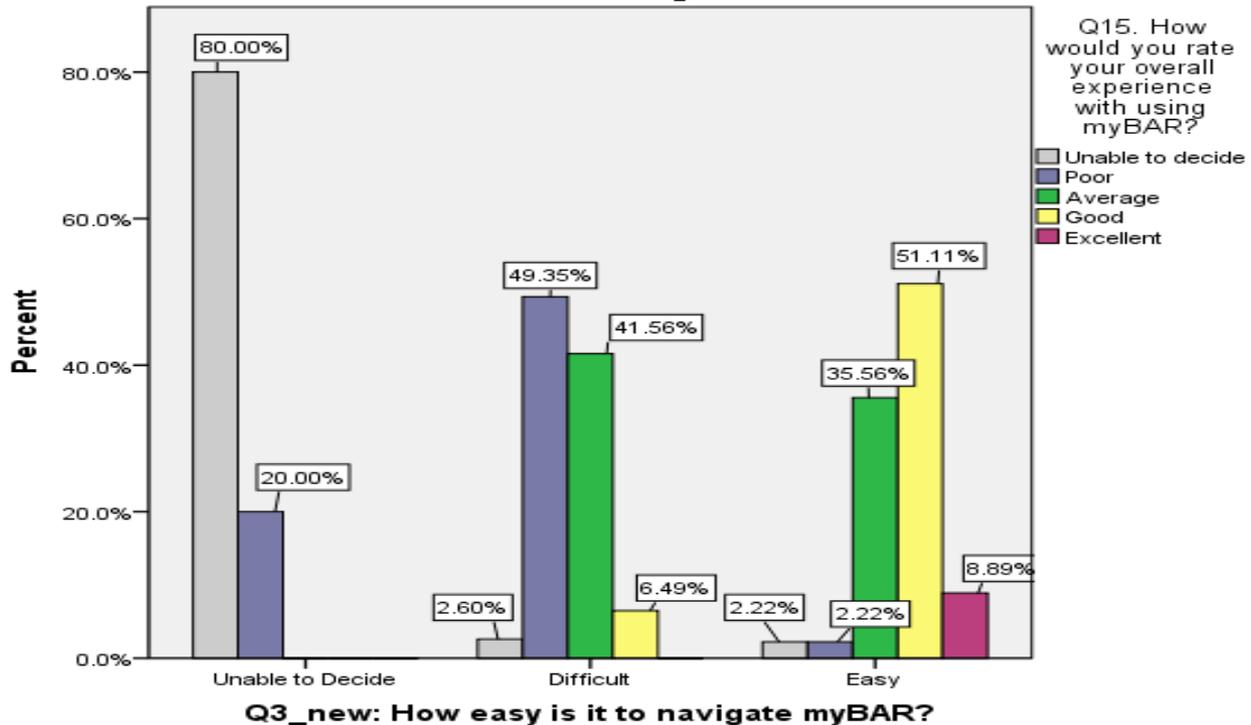
Q15. How would you rate your overall experience with using myBAR?			
Count	Percent		
4	3.15%		Excellent
28	22.05%		Good
48	37.80%		Average
40	31.50%		Poor
7	5.51%		Unable to decide
127 Respondents			

25.2% - excellent or good

37.8% - average

31.5% - poor

• User Satisfaction & Easy Navigation



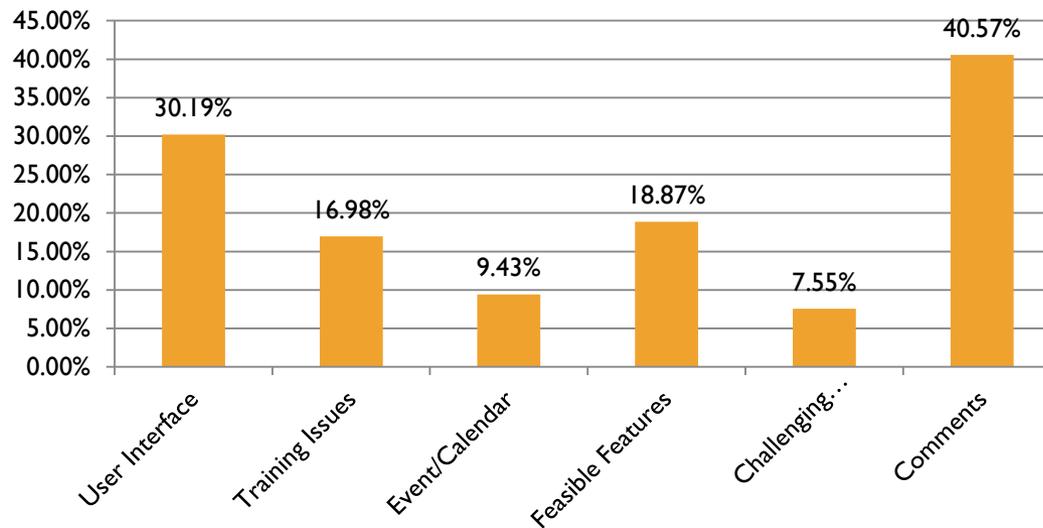
Chi-Square = 109; P-Value = .000; Lambda Value = .48

Easy navigation or user interface strongly affects users' satisfaction

- **Free Responses**

1. What other functions would you like myBAR to have?
2. Do you have any additional comments or suggestions for myBAR?
 - # of respondents answered the questions: $64 + 42 = 106$

- **Categories of responses**



Note: Percentages do not add up to 100% because one person may give suggestions in multiple categories.



Conclusion

- **Summary of major findings**

- Factors affecting user experience and rating:

- User interface: #1 factor
- Program functions: yes
- Program training: yes

- User satisfaction

- User interface: not satisfied
- Program support: satisfied
- Others:
 - positive feedback on program concept, functionalities and layouts.

- Most desired improvement

- User interface



Conclusion

- **Recommendations**

- Improve user interface
 - CollegiateLink
- Improve By-Law function
 - Word document or PDF form format (CollegiateLink)
- Provide process for mass uploading
- Provide functionality for recruiting
- Add club calendar features (CPP Master Calendar)
- Provide more training revenues
 - Topic specific video
 - Online help text (CollegiateLink)
 - FAQ (CollegiateLink)
 - Hands-on workshops



References

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