





# Welcome to Baseline

- Today, you will learn how to:
  - Get started.
  - Write your survey.
  - Use consultation/help available to you.
  - Name your survey.
  - Collect data online.
  - Locate your assessment results.
  - Report results.



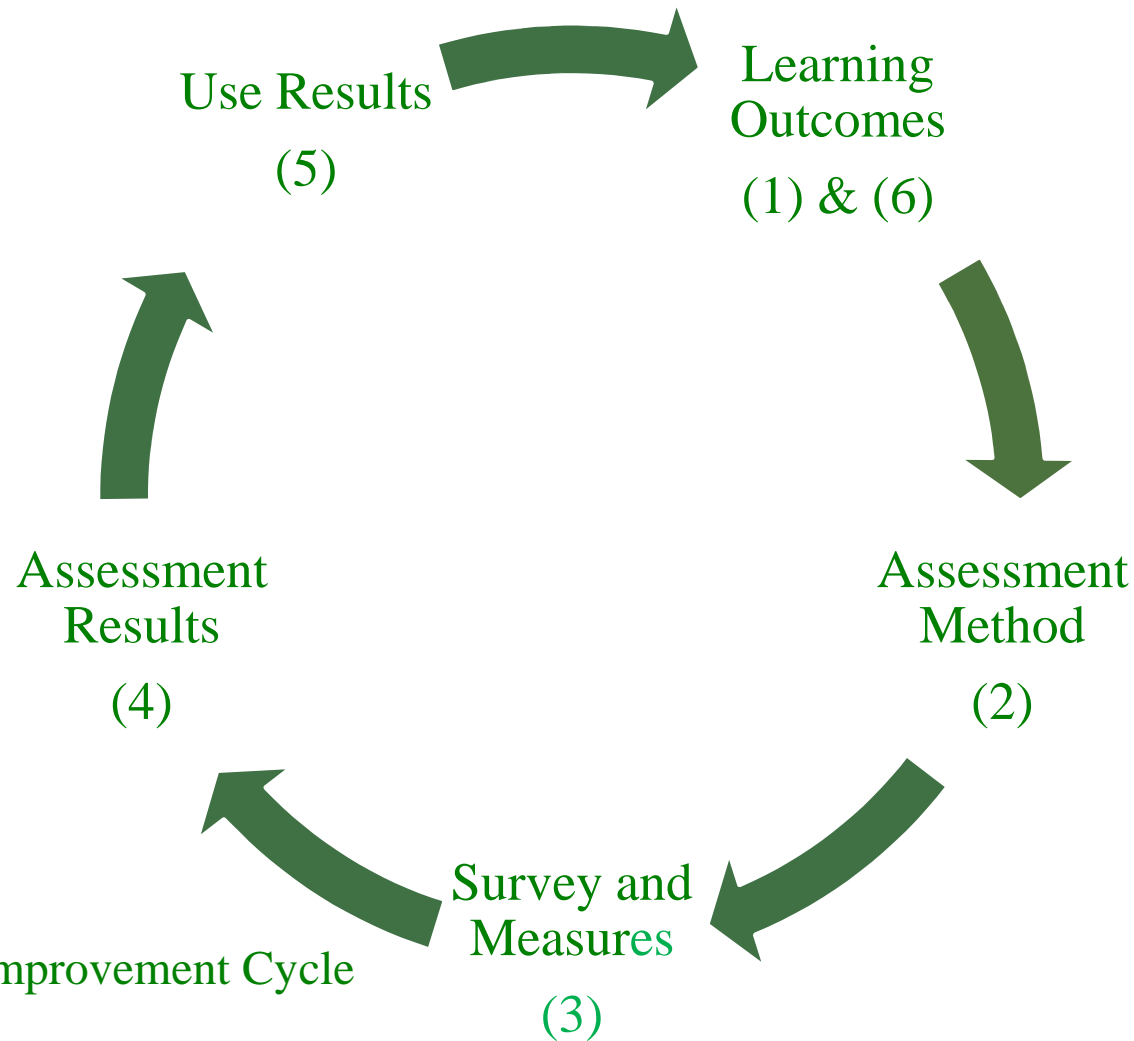
# Key Differences in Terms

- Research (WHAT YOU DO TO GET TENURE)
  - Any effort to gather evidence, guided by theory and testing hypotheses.
- Assessment (BASELINE)
  - Any effort to gather, analyze, and interpret evidence which describes program effectiveness.
- Evaluation (COMPLIANCE ASSIST)
  - Any effort to use assessment evidence to improve program effectiveness, solve a problem, or help make a decision or establish a policy.

(Upcraft & Schuh, 1996)



# The Assessment Cycle\*



\* AKA Continuous Improvement Cycle



# Barriers to Assessment

- “What - another thing we need to do?”
  - Difficult to coordinate
  - Lack of expertise
  - Results not shared, benefits not realized
  - Fear of negative findings
- 
- **BASELINE** helps address these barriers.



MISS WORMWOOD?



YES, CALVIN?

MY GENERATION DOESN'T ABSORB INFORMATION THIS WAY. COULD YOU REDUCE EVERYTHING TO FACTOIDS?

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TURN TO PAGE 21, CLASS.

AT LEAST SOMEONE UNDERSTANDS ME.



WETA 4-10



# Getting Started

- Login
- Request project
- Ask for help
- Write survey
- Upload survey
- Distribute survey
- Locate assessment results



# Login

Go to <http://wayne.campuslabs.com>

➤ Use your WSU access id and password.

## Wayne State University

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*Enter your institution information to sign in.*

Username

Password

Sign in

[Need Help?](#)





# Request a Project

The screenshot shows the 'campuslabs Baseline' website. The navigation bar includes 'Home', 'Community', 'Projects', 'Rubrics', 'Course Eval', 'Benchmarks', 'Devices', and 'Users'. The main content area is divided into three columns:

- Project Links:** Contains three links: 'Request a Project' (circled in red), 'Full Project List', and 'Project Calendar'.
- Baseline Contact:** Lists contact information for Kate Griffin: email (kgriffin@campuslabs.com), phone (716-270-0000), and fax (716-652-2689). It also states that staff are available Monday through Friday from 8 a.m. to 8 p.m., EST.
- Recently Shared Projects:** Lists four projects with brief descriptions and logos:
  - 2014 Senior Ladies Dinner Survey** (Bucknell University): This survey will gather information on senior ladies participating in our dinner event.
  - DOS Student Employee Learning Outcomes Rubric** (UTPA): A helpful tool for supervisors to assess skill development (pre and post) in student employees. Areas of evaluation: understanding roles and procedures, customer service, initiative, knowledge o...
  - Parent and Family Programs Communication Survey** (University of Oregon): This survey is designed to give the staff of Parent and Family Programs a better understanding of which communication areas are best for getting information and resources to parents and family members...
  - RamCard 2014 survey** (Colorado State University): Please review and send edits/changes to Peter Martinez.
  - Authorized Signer training eval** (Wisconsin): This is an avaluation to be sent out after students complete the Authorized Signer training.A 'View All Shared Projects' button is located at the bottom of this section.
- Resources:** Includes links for 'Campus Labs Blog', 'Visit Our Blog', 'Webinars', and 'View the Schedule'. A 'Baseline Support Site' section describes resources like webinar recordings and best practices.

Click on the link to request a project.



# Request a Project

The screenshot shows the 'Request a Baseline Project' form in the campuslabs system. The form is titled 'Request a Baseline Project' and includes a navigation bar with 'Home', 'Community', 'Projects', 'Rubrics', 'Course Eval', 'Benchmarks', and 'Devices'. Below the title, there is a note: 'Please fill in this project request form as completely as possible. The more information you provide, the better we can where any project files can be uploaded.' The form is divided into three main sections: 'Contact Information', 'Project Information', and 'Administration Type'. The 'Contact Information' section shows the user's profile information: First Name Laura, Last Name Woodward, Phone Number (313)577-4878, and E-mail Address laurawoodward@wayne.edu. The 'Project Information' section includes fields for Project Title, Department (with a dropdown menu), Open Date (with a time selector set to 12:00 AM), Close Date (with a time selector set to 11:59 PM), and Project Source (with radio buttons for 'New project' and 'Copy of previously administered Baseline project'). The 'Administration Type' section asks 'What methods will you use to administer the survey?' and includes radio buttons for 'Web surveys only', 'Campus Labs iOS app', and 'Both web surveys and Campus Labs iOS app'. There is also a text input field for 'Enter Device IDs (one ID per line)'.

- **Project Title:** Put your department name and the year or date in the title
- **Open Date:** Give them enough time to put the project together, about a week.
- **Close Date:** It's better to give yourself a long time. You can always change the close date later.
- **Project Source:** You can recycle old surveys that you've used before in your department. Choose Copy.
- **Administration Type:** In general, choose Web surveys only.



# Getting Started - Writing

- What do you want to know?
  - What do you think students have learned from your program or major?
  - What have they learned?

??????????

- How do you know?
  - What is your evidence?
  - How are you going to measure it?
- Write your survey



# Ask for help


- Use the consultation available to you
  - Call (716) 270-0000 to get expert advice.
  - You can get free consultation on anything from wording, to learning outcomes measurement, to thinking about your best administration method, and so on.
  - You can ask for it here, for a quick review of your instrument, or you can just call Baseline.

## Additional Assistance

Campus Labs can offer assistance with project design if needed. Basic assistance can include question phrasing, answer options, and so on.

*More advanced consultation including phone consultation, creation of rough drafts, or other substantial review will require a separate request.*

What level of assistance would you like from Campus Labs staff on this project?

- I would like Campus Labs to provide suggestions on the survey content, including scale changes, question order, and so on.
- I would like Campus Labs to review my survey for grammar errors and formatting discrepancies. 



## Next Steps

- Survey questions written
  - Help sought and given
- Upload your survey to Baseline
  - Campus Labs staff programs it for you
- Review survey
  - If happy approve
  - If unhappy go for further consultation(s)
- Once survey is approved by you, they post it online and make it “live”



# Distribute Survey

➤ How do you the survey distributed?

➤ Option 1: Campus Labs

➤ Option 2: You

<http://tinyurl.com/editsurveyoptions>

The screenshot shows the 'Stars Reports' interface. At the top, it says 'Stars Reports' and 'Sta Profile | Reports | Logout'. Below that, it shows 'Logged In: 3/19/2014 10:29:04 AM - Logout - You didn'. The main heading is '1a. Students Enrolled in Program or Major (2/3)'. Below this, there is a blue link: 'Please review the data, make any additional selections, and click 'Run Report''. There are two yellow boxes containing configuration details. The left box lists: Term: Winter 2014 (201401), Enr Status: Registered (RE RR AU), School: Graduate School (GS), Level: LW, Sub-Report: Population, Report Type: Detail, Output Type: Excel, Term End: Winter 2014 (201401), Sort: Last, First ASC. The right box lists: Term of Vars: Winter 2014 (201401), -- No Variables Selected --. Below these boxes, there are two checkboxes: 'Display Student Pictures on Web Page (Temporarily Disabled)' and 'Include Contact Information in report'. At the bottom, there are four buttons: 'Run Report', 'Back', 'Report Main Menu', and 'Print'.

See handout about pulling in information from STARS for mass mailings.



# Distribute Survey

- If Option 1: Campus Labs
  - Choose Mass Mailing
  - Upload email addresses of recipients
  - Edit their (Campus Labs) standard email

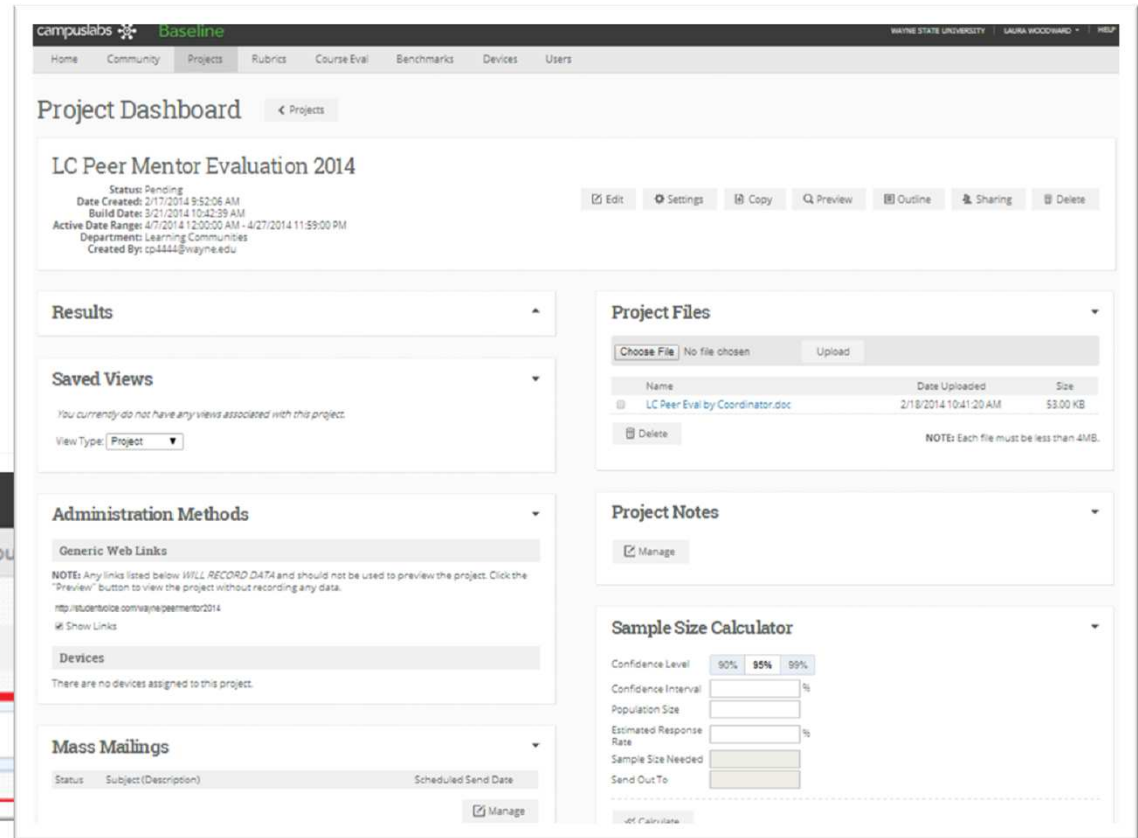
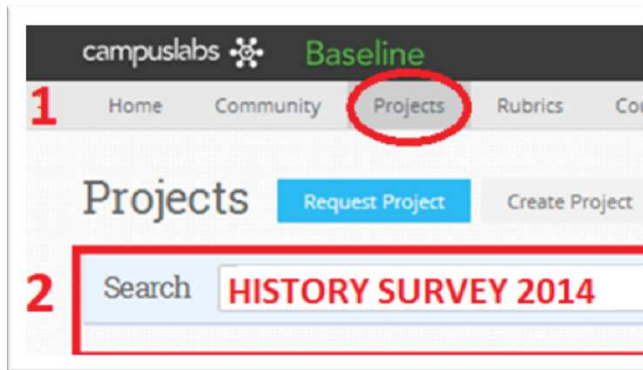
- If Option 2: You
  - Choose Generic Link
  - Copy the URL to the survey
  - Paste URL into an email to recipients or website
  - Or post a link to pipeline snippets, targeted messages or Blackboard





# Locate Your Assessment Results

1. Click on Projects
2. Type your Title into the Search engine.







# Monitoring Survey Responses



- Log on to Baseline to check progress
- If no one has responded
  - Was it made “Live”?
    - Contact Campus Labs
  - Did you copy the correct URL?
    - Check and if not, resend with correct URL
    - If yes, send first reminder
- Try a different approach
  - If did Option 1 then do Option 2
  - If did Option 2 then do Option 1



# Monitoring Survey Responses

- View your number of participants
- Click on Results.

Project Dashboard < Projects

### iStart Evaluation

Status: Completed  
Date Created: 9/7/2007 9:43:30 AM  
Build Date: 9/7/2007 2:43:00 PM  
Active Date Range: 8/24/2007 12:00:00 AM - 9/28/2007 11:59:00 PM  
Department: Academic Success Center  
Created By: nkujawski

### Results

Total Respondents: **117**

Total Complete: 117  
Percent Complete: 100.00%  
Last Response Date: 9/24/2007 1:49:37 PM

[View Results](#)

Date	Number of Respondents
9/13/2007	0
9/15/2007	60
9/17/2007	80
9/19/2007	95
9/21/2007	105
9/23/2007	117

campuslabs **Baseline**

Home Community Projects Rubrics Course Eval Benchmarks

## Project Results < Project Dashboard

### Evaluation

Administration Type: Web  
Date Created: 9/7/2007 9:43:30 AM  
Date Range: 8/24/2007 12:00:00 AM - 9/28/2007 11:59:00 PM  
Total Respondents: 117

Results Add/Remove Questions

Frequency Graph Cross Tab

Q1. Thank you for attending How many days did you attend the program?

Count	Percent	Category
89	76.07%	Both days
16	13.68%	The first day
12	10.26%	The second day

117 Respondents

Frequency Graph Cross Tab

Q2. If you only attended one day, why did you choose that particular day?

Count	Percent	Category
30	100.00%	

30 Respondents

Questions Per Page 10



# Filtering Data

- View results
  - Given in aggregate data for total responses
- Filter results
  - For specific sub-groups
- If not seeing entire page, reduce size
- Viewing comments if had open ended question

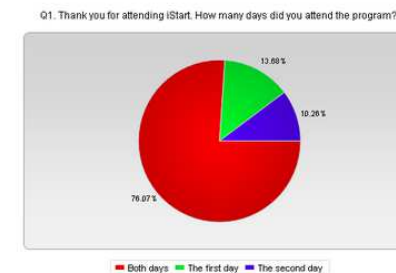
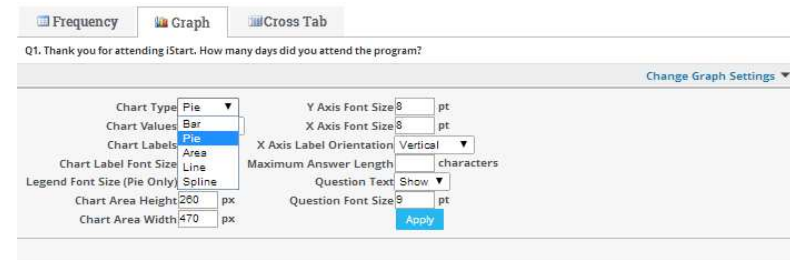
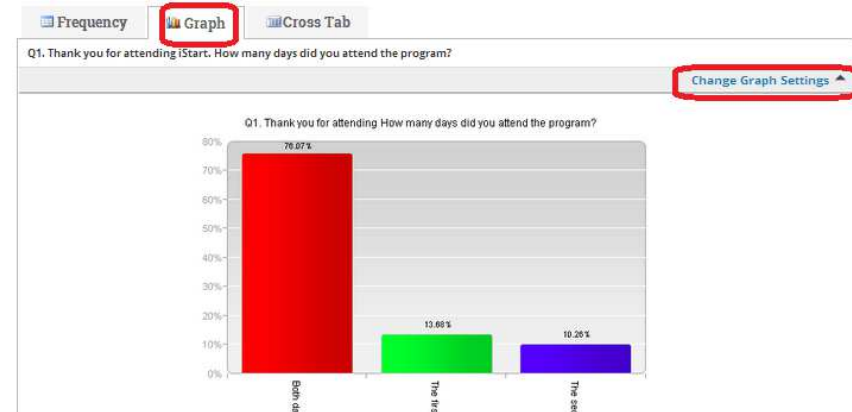
The screenshot shows a 'Filters' panel with a dropdown arrow. Under the heading 'Filter by', there are two buttons: 'Selected' (with a checkmark icon) and 'Date' (with a calendar icon). A red rectangular box highlights these two buttons. Below this, under the heading 'Exclude', there are two buttons: 'Selected' (with a checkmark icon) and 'Incomplete' (with a document icon).

The screenshot shows an 'Export' panel. Under the heading 'Raw Data:', there are two checkboxes: 'Use Alternate Codes' (checked) and 'Include All Open Ended' (unchecked). Below these are three buttons: 'Excel' (with a green Excel icon), 'Text' (with a document icon), and 'SPSS' (with a document icon). A dashed line separates this from the 'Report:' section. Under 'Report:', there is one checkbox: 'Include All Open Ended' (unchecked). Below this are four buttons: 'Excel' (with a green Excel icon), 'Word' (with a blue Word icon), 'PDF (Landscape)' (with a red PDF icon), and 'PDF (Portrait)' (with a red PDF icon).



# How to Report

- You can view your results in a frequency table or a chart.
- You can adapt your chart to your specifications.





# Save Views

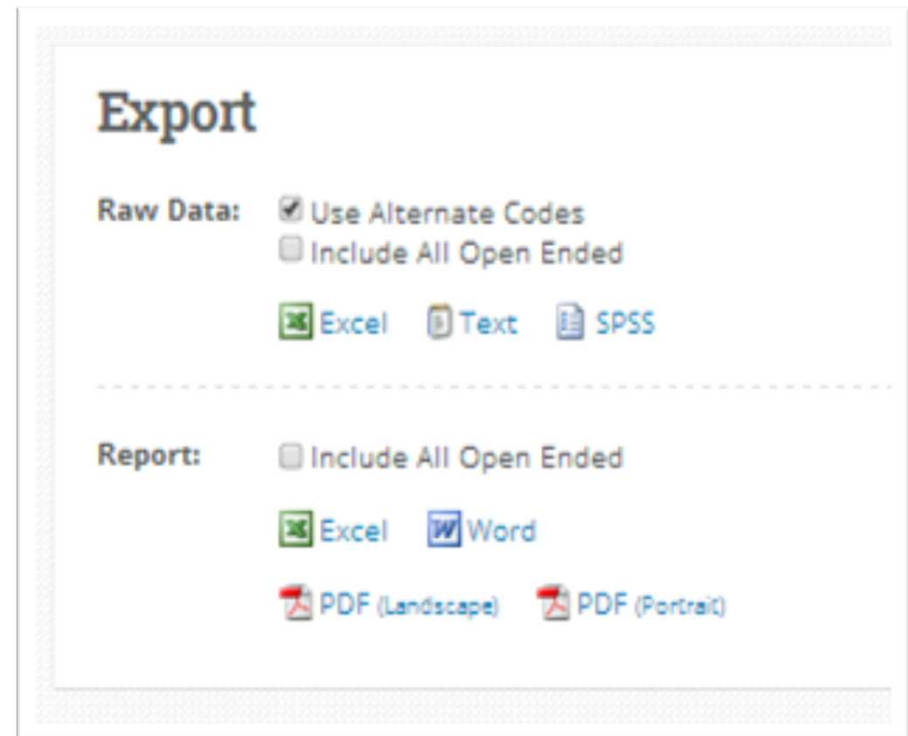
A screenshot of a software interface. On the left, there is a graph titled 'attend the program?' with a blue bar representing 10.26%. On the right, there are several control panels. The 'Filters' panel has a 'Filter by' section with 'Selected' and 'Date' buttons, and an 'Exclude' section with 'Selected' and 'Incomplete' buttons. The 'View Options' panel has 'View Questions As:' and 'Sort Responses By:' dropdowns, and 'View Origins' and 'View All Stats' buttons. The 'Save/Load View' panel has a text input with 'Testing', a 'Save' button, a 'Select View' dropdown, and 'Load' and 'Delete' buttons. The 'Export' panel is partially visible at the bottom.

- You can select certain items which you want to share with others.
- You can adapt how they look.
- You can save this view to refer to later, to print, to export as a PDF, or to link to Compliance Assist.



# Survey is completed

- Analyze results
- Adapt output to show what you want to show
- Save in format you want
  - Word
  - EXCEL
  - PDF
- Share with interested stakeholders





# Available Resources

## Websites:

- Login location: <http://wayne.campuslabs.com>
- Tips: <http://baselinesupport.campuslabs.com/>
- Sharing Access: <http://tinyurl.com/addaccess>
- Survey options: <http://tinyurl.com/editsurveyoptions>
- Trainings: [www.campuslabs.com/support/training](http://www.campuslabs.com/support/training)

## People:

- Emily-Rose Barry, Baseline, 716-270-0000, [ebarry@campuslabs.com](mailto:ebarry@campuslabs.com), [www.campuslabs.com](http://www.campuslabs.com)
- Laura Woodward, 313-577-4878, [af5826@wayne.edu](mailto:af5826@wayne.edu)
- Naida Simon, 313-577-3157, [ab2297@wayne.edu](mailto:ab2297@wayne.edu)



# Q and A?



**"Mr. Osborne, may I be excused?  
My brain is full."**