Intro to Baseline
Mary Odden, M.S.
Assistant Director of Assessment Programs
modden@campuslabs.com
Campus Labs Team
THE ELEMENTS OF CAMPUS SUCCESS

Ca
Compliance Assist

B
Baseline

Be
Beacon

C
CollegiateLink

Ce
Course Evaluations

campuslabs™
Data Driven Innovation
Features and support

✓ Unlimited use of features and support
✓ Technical support weekdays 8 am – 8 pm Eastern
✓ Consultation from an assessment team
✓ Training and professional development webinars
✓ Access to assessment resources and template projects
✓ Open participation in all benchmarking studies
✓ Central location for all assessments with customized access
✓ Survey data collection (web, mobile)
✓ Rubrics
✓ Upload existing data
✓ Online reporting tools
✓ Key performance indicators
Your consulting team can…

- Review and provide recommendations on:
  - Learning outcome statements
  - Goal statements
  - Assessment plans
  - Survey instruments
  - Rubric instruments
  - Focus group questions
  - Reports and methods of sharing results
- Expose you to best practice examples from other campuses
- Join meetings via phone for discussion/recommendations
- Guide method selection and assessment design based on an articulated assessment purpose or goal/outcome statement
- Determine sample size and pull random samples
- Facilitate webinar trainings
- Point you to resources that will help you meet your assessment goal
A new look for Campus Labs Baseline

As we continue to enhance the way campuses connect and learn from data, our user experience has to evolve as well. You'll be seeing changes to the site over the next few weeks. We hope you share in our excitement for these changes!

Member Sign In

USERNAME:  
Forgot Username?

PASSWORD:  
Forgot Password?

Sign In

Questions?

Campus Labs staff members are available to address your assessment and technical questions Monday through Friday from 8 a.m. to 8 p.m., EST.

T: 716-270-0000
F: 716-652-2689
info@campuslabs.com
Welcome

Project Links

- Request a Project
- Full Project List
- Project Calendar

Recently Shared Projects

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Survey for faculty advisors to find out what types of issues they are facing as advisors, how much time they are spending and what training they would like to receive.

Career Services Workshops - Student Evaluations
This is a quick survey to gather student evaluation of a career services workshop.

Faculty Mentoring in Residence Halls
This instrument looks at the impact of outside-the-classroom faculty mentoring on students' cultural, academic, and personal development.

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Webinars
We offer a long list of live webinars throughout each semester including product tutorials to best practices as well as many that are marked with equivalencies for professional development. Our webinars require internet and phone access and group participation is welcomed!

View the Schedule

NEW! Baseline Support Site
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To access the Baseline Support page, click the link below. Click on "Sign Up" in the top-right corner to get Members Only access, ask questions, or leave comments.

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Below are resources for your campus that may be helpful in your assessment efforts. Click on the blue title link in order to open each document. If you have questions about the documents below or suggestion for additional resources, please contact the Baseline coordinator on your campus.

Campus Labs Resources
- Assessment Plan Worksheet
- Assessment Report Template
- Example Informed Consent
- Example IRB Application
- Sampling Considerations
- Survey Response Strategies
- Student/Voice Reference Sheet
- Departmental KPIs
- Selecting a Method
- Rubric Template

Campus Resources
- Assessment Proposal Form
- Learning Outcome Framework
- Assessment Guide
- Fall Semester Professional Development Calendar
- Common Survey Question Bank

Assessment Committee Documents
- Roster
- Meeting Agenda
- Committee Charge
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http://baselinesupport.campuslabs.com
“Beginning with the End in Mind”

“Designing and Developing Learning Outcomes”

“Survey Administration and Fatigue”

“Reporting and Sharing Assessment Results”

http://www.campuslabs.com/support/training/
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# Featured Project

**Campus Recreation and Wellness Impact Survey**

The Campus Recreation and Wellness Impact Survey is a national benchmarking study administered between September 1 and May 31st of each academic year. This on-line assessment is designed to be sent to a sample of students as well as faculty, staff, alumni, and community members. The study provides campuses with actionable data on participation in student utilization of different recreational facilities, activities, and programs; social, academic, emotional, and health-related outcomes of utilizing campus recreation; satisfaction with facilities, activities, and programs; and recreational needs and expectations of students and other constituents.

Learn more about how to participate.

# Shared Projects

<table>
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<td>Salt Lake Community College</td>
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<tr>
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<td>University of Tennessee</td>
<td>Assessing the needs of our student body for programming. Includes questions on the impact of campus involvement and event promotion.</td>
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ASSESSMENT & KNOWLEDGE CONSORTIUM

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Resources

National Association for Academic Advisors
NACADA, a resource for academic advisors

National Association of Academic Advisors for Athletics (N4A)
The N4A was established to support academic and student services personnel who are committed to enhancing the opportunities for academic, athletic and personal success for collegiate student-athletes.

Academic Advising Assessment Resources from NACADA

NACADA 2009 Assessment Institute
Annual Assessment of Academic Advising Institute
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Categories
- Needs assessment
- Faculty assessment

Resource Centers
- Academic Assistance/Advising/Student Support Programs
- Undergraduate Education/Academic Affairs

Greetings on behalf of the Miami University Undergraduate Academic Advising Council. The Council would like to capture a realistic snapshot of how advising actually functions on campus in order to identify training needs for the advising community and consider new ways to think about academic advising. The Banner system indicates that you are someone who provides academic advising to undergraduate students. We hope that you will be willing to help us by telling us about your current practices and whether you could use help to be more effective with your advising.

The following survey will take 5-10 minutes of your time and we truly appreciate your participation. Your responses will remain anonymous. If you would like more information or have questions, please send an email to advisinginfo@muohio.edu. Thank you.

What is your current primary academic advising role?
- Faculty Advisor
- Chief Departmental Advisor
- Staff/Professional Advisor
- First-year Advisor
- Other (please explain)

Please indicate the primary campus where you advise students.
- Oxford
- Hamilton
- Middletown
- Voice of America

How many total years have you been an advisor at Miami University?
- Less than 1 year
- 1 - 5 years
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#labgab
The process of re-affirmation: Marathon or sprint?

Many activities in life warrant the phrase – it’s not a sprint, it’s a marathon. And I think this saying definitely applies to the accreditation process. We work with campuses that approach their accreditation from both perspectives – some beginning years in advance and others giving themselves no more than a few months. For some [...]

CONNECT: SMS Messaging and Your Student Leaders

by Christopher Reybrouck
Posted in CollegiateLink: Involvement Programs, Student Engagement, Uncategorized | Comments (0)

For many of our campuses, campus wide messaging is not a new concept especially for campus alerts and closings. However, CollegiateLink member campuses are starting...
Consortium benchmarking studies

- Student Union and Programming
- Campus Recreation
- Career Services
- Mental Health and Counseling
- Student Conduct
- Campus Activities
- Residence Life*
- Fraternity and Sorority Life Impact Study*
- Orientation and New Student Programs*

*Featured studies 2013-2014
## Benchmarking Reports

If you could start over again, would you go to the same institution you are now attending?

<table>
<thead>
<tr>
<th></th>
<th>National Average</th>
<th>Colorado State University 2007 Orientation - Benchmark</th>
<th>CSU Peer Group</th>
<th>CSU Peer Group Institution 1</th>
<th>CSU Peer Group Institution 2</th>
<th>CSU Peer Group Institution 3</th>
<th>CSU Peer Group Institution 4</th>
<th>CSU Peer Group Institution 5</th>
<th>CSU Peer Group Institution 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely would</td>
<td>46.15%</td>
<td>51.20%</td>
<td>50.78%</td>
<td>55.41%</td>
<td>58.20%</td>
<td>33.97%</td>
<td>38.15%</td>
<td>68.59%</td>
<td>45.83%</td>
</tr>
<tr>
<td>Probably would</td>
<td>35.58%</td>
<td>34.53%</td>
<td>32.05%</td>
<td>27.82%</td>
<td>33.20%</td>
<td>43.32%</td>
<td>41.01%</td>
<td>19.38%</td>
<td>35.28%</td>
</tr>
<tr>
<td>Probably would not</td>
<td>6.75%</td>
<td>5.16%</td>
<td>7.17%</td>
<td>6.38%</td>
<td>3.91%</td>
<td>9.15%</td>
<td>8.74%</td>
<td>7.60%</td>
<td>6.67%</td>
</tr>
<tr>
<td>Definitely would not</td>
<td>2.73%</td>
<td>1.12%</td>
<td>2.65%</td>
<td>2.11%</td>
<td>0.76%</td>
<td>4.01%</td>
<td>2.16%</td>
<td>2.55%</td>
<td>4.58%</td>
</tr>
<tr>
<td>Not sure</td>
<td>0.73%</td>
<td>8.40%</td>
<td>7.13%</td>
<td>0.27%</td>
<td>3.91%</td>
<td>9.54%</td>
<td>9.92%</td>
<td>1.08%</td>
<td>7.64%</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>17679</td>
<td>7338</td>
<td>4070</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
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<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Difference</th>
<th>Std Dev</th>
<th>N</th>
<th>Top 2</th>
<th>Bottom 2</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>National Average</td>
<td>3.37</td>
<td>0.11*</td>
<td>0.76</td>
<td>15125</td>
<td>50.00%</td>
<td>2.99%</td>
<td>-5.5</td>
</tr>
<tr>
<td>Colorado State University 2007 Orientation - Benchmark</td>
<td>3.49</td>
<td>---</td>
<td>0.66</td>
<td>1237</td>
<td>55.58%</td>
<td>1.22%</td>
<td>4</td>
</tr>
<tr>
<td>CSU Peer Group</td>
<td>3.41</td>
<td>0.07*</td>
<td>0.76</td>
<td>3779</td>
<td>54.87%</td>
<td>3.07%</td>
<td>3</td>
</tr>
<tr>
<td>CSU Peer Group Institution 1</td>
<td>3.49</td>
<td>-0.01</td>
<td>0.73</td>
<td>**</td>
<td>60.41%</td>
<td>2.30%</td>
<td>3</td>
</tr>
<tr>
<td>CSU Peer Group Institution 2</td>
<td>3.55</td>
<td>-0.07</td>
<td>0.62</td>
<td>**</td>
<td>60.57%</td>
<td>0.81%</td>
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<tr>
<td>CSU Peer Group Institution 3</td>
<td>3.19</td>
<td>0.20*</td>
<td>0.79</td>
<td>**</td>
<td>37.55%</td>
<td>4.43%</td>
<td>7</td>
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<tr>
<td>CSU Peer Group Institution 4</td>
<td>3.28</td>
<td>0.20*</td>
<td>0.74</td>
<td>**</td>
<td>42.39%</td>
<td>2.43%</td>
<td>6</td>
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<tr>
<td>CSU Peer Group Institution 5</td>
<td>3.56</td>
<td>-0.09*</td>
<td>0.76</td>
<td>**</td>
<td>69.75%</td>
<td>2.98%</td>
<td>1</td>
</tr>
<tr>
<td>CSU Peer Group Institution 6</td>
<td>3.32</td>
<td>0.15*</td>
<td>0.81</td>
<td>**</td>
<td>49.62%</td>
<td>4.98%</td>
<td>5</td>
</tr>
</tbody>
</table>

* Indicates statistical significance. ** Numbers are private.
DATA COLLECTION: SURVEYS
Surveys & quizzes: Online

- Campus branding
- Sophisticated question functionality
- Identity collection
- Image integration
- 508 compliant
- Customizable finish page
- Options to administer:
  - Generic link
  - Mass Mailing
- Option to enter data collected via paper and pencil
Link administration options

**Mass Mailing:** Email set up within the website

- Customize e-mail text and paste in addresses
- System creates a unique link for each e-mail to which it is sent
- Ensures each respondent completes it only once, with option to pick up where left off
- Set up reminders which are sent only non-respondents
- Will automatically “collect identity” for option to integrate with other data source
- Can use panel functionality

**Generic Link:** Link copied from the website into another location

- Can post on website, advertise in publication, send in email to listserv
- Responses are anonymous
- Respondents can access the link an unlimited number of times
- Option to add validation screen for identity collection
- Used to enter data collected paper & pencil
Mobile-ready web surveys

Automatically formatted for your smartphone, tablet, or other mobile device – on any operating system.

Requires that respondents have a device with internet connection.
Mobile app for Apple devices

Ideal for:
- Campus pulse
- Point of service
- During/post event

Requires:
- Campus purchased Apple device with SV app installed
- Does **not** need constant wireless connection

Survey considerations:
- 8 – 10 questions
- Limited comments
Data uploads

Import data files:
- Student demographics
- Past survey data
- Scantron data
- National studies/benchmarks

Submit project request with:
1. Copy of instrument
2. Raw data file (1 row per respondent)
Survey project process

1. Submit project request to Campus Labs
2. Campus Labs prepares the project, communicating with you as necessary for consultation
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Welcome

Project Links

- Request a Project
- Full Project List
- Project Calendar

Recently Shared Projects

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  Survey for faculty advisors to find out what types of issues they are facing as advisors, how much time they are spending and what training they would like to receive.

View All Shared Projects

Resources

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Request a Baseline Project

Please fill in this project request form as completely as possible. The more information you provide, the better we can facilitate project administration. Upon completing this wizard, you will be directed to the Project Dashboard, where any project files can be uploaded.

Contact Information

The following information is stored in your profile. Please update your profile if your name, phone, or e-mail is not accurate.

- **First Name**: Your
- **Last Name**: Campus
- **Phone Number**: 555-2368
- **E-mail Address**: michael.weisman@studentvoice.com

Project Information

- **Project Title**: Student Community Service Needs Assessment
- **Department**: Community Service
  - If your department is not listed, contact your on-campus assessment coordinator or Campus Labs directly.
- **Open Date**: 05/13/2013 12:00 AM
  - Minimum of 2 business days is required.
- **Close Date**: 06/27/2013 11:59 PM
- **Project Source**: New project (not previously administered through Baseline)
  - Copy of previously administered Baseline project (you will be able to make changes if needed)
  - External assessment

Mobile Device Information

Which mobile devices will you be using (i.e., iPods, PDAs)?

- **None**
Mobile Device Information

Which mobile devices will you be using (i.e., iPods, PDAs)?
- None
- All
- List type (i.e., iPods, PDAs) and specific device name/number

E-mail Information

Do you plan to use the Baseline e-mail distribution (mass mailing) system to administer the project?
- Yes
- No
- Not sure

Additional Assistance

Campus Labs can offer assistance with project design if needed. Basic assistance can include question phrasing, answer choices, and question sequence.

Please note:
More advanced consultation including phone consultation, creation of rough drafts, or other substantial review will require more than the minimal turnaround of 2 business days.

Would you like a Campus Labs assessment professional to review, edit, and/or make suggestions that could improve your project?
- Yes
- No. Please leave the project exactly as is in terms of question phrasing, answer choices, scales, and question sequence.
Request a Baseline Project

Request Project

Please review the following information before submitting your request.

Contact Information
- Institution: StudentVoice Demo
- Department: Community Service

Project Details
- Project Title: Student Community Service Needs Assessment
- Open Date: 5/13/2013
- Close Date: 6/27/2013
- Project Type: Web
- E-mail Distribution: No

Project Notes

Additional Notes: Please note any special considerations for this project including:
- Date by which you would like the project preview (please note we need at least 48 hours to get the project ready to preview)
- Exceptions to project access rules
- If this is an upload of existing data (if so, please upload file(s) to the project dashboard)
- If you will be manually entering data previously collected (i.e., paper and pencil)
- Details about the assistance you would like (if applicable)
- Any other project details that would help us (e.g., goals, respondents)

Please have this project ready to preview by April 1st. We need to have the project finalized and ready to administer on May 13. It would be helpful if the consultant could send us their recommendations back in the document first.

Click submit to be taken to the project dashboard where you can upload project documents. (e.g., instrument, data file, background information)
Project Dashboard

Student Community Service Needs Assessment

Status: Requested
Date Created: 11/7/2012 11:29:04 AM
Build Date: 11/7/2012 11:29:04 AM
Active Date Range: 5/13/2013 12:00:00 AM - 6/27/2013 11:59:00 PM
Department: Community Service

You are now at your project dashboard. For new projects, please upload the project file and any relevant information about your project. A Campus Labs representative will contact you.
Survey project process

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### Projects

#### Active

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Department</th>
<th>Days Remaining</th>
<th>Remaining</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>2013 Big XII Deans and Directors...</td>
<td>Campus Life</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Career Advising Survey 2012-2013</td>
<td>Career Services</td>
<td>10</td>
<td>316</td>
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<tr>
<td>Class Presentation Survey 2012-2013</td>
<td>Career Services</td>
<td>10</td>
<td>1099</td>
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<tr>
<td>URC New Member Survey 2012-2013</td>
<td>Campus Recreation</td>
<td>10</td>
<td>27</td>
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<tr>
<td>Graduating Senior Exit Survey 2012</td>
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#### Upcoming

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<th>Remaining</th>
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<td>Orientation Evaluation</td>
<td>Student Development Services</td>
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<tr>
<td>Frog Camp Assessment</td>
<td>Student Development Services</td>
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#### Completed

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Department</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Discipline Assessment</td>
<td>Campus Life</td>
<td>8/26/2012 - 5/18/2013</td>
</tr>
<tr>
<td>Campus Rec 101 feedback</td>
<td>Campus Recreation</td>
<td>6/13/2012 - 5/3/2013</td>
</tr>
<tr>
<td>College Student for a Day pre/post</td>
<td>Community Outreach and Service Learning</td>
<td>6/27/2012 - 4/30/2013</td>
</tr>
<tr>
<td>CRA Pre-Service Assessment</td>
<td>Residential Services</td>
<td>4/23/2013 - 4/30/2013</td>
</tr>
<tr>
<td>RA Pre-Service Assessment</td>
<td>Residential Services</td>
<td>4/23/2013 - 4/30/2013</td>
</tr>
</tbody>
</table>
Student Community Service Needs Assessment

Status: Pending
Date Created: 1/10/2011 1:58:06 PM
Build Date: 11/7/2012 11:33:56 AM
Active Date Range: 5/13/2013 12:00:00 AM - 6/27/2013 11:59:00 PM
Department: Community Service

Results

Saved Views

Administration (WebPDA)

Satellites

NOTE: Any links listed below WILL RECORD DATA and should not be used to preview the project. Click the “Preview” button to view the project without recording any data.


Devices

Provost iPod 1

Project Files

Choose File No file chosen

Name Date Uploaded Size
CommunityServiceAssmt.doc 1/11/2011 1:01:58 PM 25.50 KB

NOTE: Each file must be less than 4MB.

Additional Project Notes

Methodology

- Questions were developed by the Assessment Committee during the beginning of the academic year.
- Questions were pilot tested in late Fall with a group of students.
- Survey was administrated in the Spring.
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Choose File

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<table>
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<tr>
<th>Name</th>
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- Questions were pilot tested in late Fall with a group of students.
- Survey was administered in the Spring.

Results/Findings
Student Community Service Needs Assessment

Questions 1 - 6

Please indicate your level of agreement with the following statements regarding your volunteer experience(s):

- Participation in volunteer opportunities makes me feel more connected to the University.
- Participation in volunteer opportunities helps me develop skills that will be valuable to me in the future.
- Participation in volunteer opportunities assists me in making decisions about my future career plans.
- Participation in today’s volunteer opportunity assisted me in gaining knowledge/understanding about the

[Scale: Strongly agree: 5, Moderately agree: 4, Neither agree nor disagree: 3, Moderately disagree: 2, Strongly disagree: 1, N/A]

0% Complete
Please indicate your level of agreement with the following statements regarding your volunteer experience(s):

**Q1** Participation in volunteer opportunities makes me feel more connected to the University.
- Strongly agree [Code = 5]
- Moderately agree [Code = 4]
- Neither agree nor disagree [Code = 3]
- Moderately disagree [Code = 2]
- Strongly disagree [Code = 1]
- N/A [Code = 0]

**Q2** Participation in volunteer opportunities helps me develop skills that will be valuable to me in the future.
- Strongly agree [Code = 5]
- Moderately agree [Code = 4]
- Neither agree nor disagree [Code = 3]
- Moderately disagree [Code = 2]
- Strongly disagree [Code = 1]
- N/A [Code = 0]

**Q3** Participation in volunteer opportunities assists me in making decisions about my future career plans.
- Strongly agree [Code = 5]
- Moderately agree [Code = 4]
- Neither agree nor disagree [Code = 3]
- Moderately disagree [Code = 2]
- Strongly disagree [Code = 1]
- N/A [Code = 0]

**Q4** Participation in today’s volunteer opportunity assisted me in gaining knowledge/an understanding about the population or the agency being served.
- Strongly agree [Code = 5]
- Moderately agree [Code = 4]
Student Community Service Needs Assessment

Please indicate your level of agreement with the following statements regarding your volunteer experience(s):

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree nor disagree</th>
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Show Links

Devices

Provost iPod 1

Mass Mailings

Original Request Details

Project Files

Choose File
No file chosen

Upload

Name

Date Uploaded

Size

CommunityServiceAssmt.doc

1/11/2011 1:01:58 PM

25.50 KB

NOTE: Each file must be less than 4MB.

Additional Project Notes

Sample Size Calculator

Confidence Level

90% 95% 99%

Confidence Interval

Population Size

%

Estimated Response Rate

%

Sample Size Needed

%

Send Out To
Student Community Service Needs Assessment

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<td></td>
</tr>
<tr>
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<tr>
<td>Sample Size Needed</td>
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Mass Mailings

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<th>Scheduled Send Date</th>
</tr>
</thead>
</table>

Manage
Mass Mailings

Mass mailings can be sent to any number of recipients in order to invite or remind them about taking a Campus Labs project. Each mailing exists in one of four states, which are categorized below.

**Status Descriptions**

**Draft:** E-mails in "draft" status can be edited, both in terms of e-mail text and recipient list. Draft e-mails will not be sent out.

**Approved:** E-mails with an "approved" status indicate that you have entered all necessary information for your mailing to be sent, previewed your project, and approved the mailing to go out. Approved mailings cannot be edited unless first unapproved to return them to draft status. Campus Labs must finalize all mailings prior to sending them.

**Scheduled:** E-mails with a "scheduled" status have been finalized by Campus Labs staff and are scheduled to be sent at the indicated date and time. You cannot edit mailings that are scheduled. If changes to a scheduled mailing are needed, please contact Campus Labs.

**Sent:** E-mails with a "sent" status have been mailed to the recipients. You cannot edit sent mailings.

---

<table>
<thead>
<tr>
<th>Status</th>
<th>Subject (Description)</th>
<th>Scheduled Send Date</th>
<th>Recipients</th>
<th>Undelivered Messages</th>
<th>Sent Messages</th>
</tr>
</thead>
</table>

- **Create New Mailing**
- **Create Reminder Mailing**
- **Delete**
To create a new mass mailing:

1. Complete each text field below, including the e-mail text.
2. Insert the link to the survey:
   - Identify in the e-mail text where you would like to insert the link to the survey,
   - Place your cursor at that location in the e-mail text field, and
   - Click on the “Insert (Instructions)” to insert the link instructions. This will be replaced with the link when the e-mail is viewed by the recipients.
3. Click “Create.”

**From Name:** Jane Smith, Provost

**From Address:** notification@email.studentvoice.com

**Reply To Address:** jsmith@hometown.edu

**Subject:** Your Feedback is Needed!

Dear First-Year Student,

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us to understand what students gain from their experience and how we can enhance your learning.

{ INSTRUCTIONS }

Thank you in advance!

Sincerely,
Dr. Jane Smith
Provost
Hometown University
To Finish Mailing...

1. **Insert the recipients’ e-mail addresses:** Click on the "To" button to enter e-mail addresses of the recipients of this mailing. You can copy and paste lists into the text field on the left in the pop-up window. The system will remove any duplicate e-mail addresses and will identify any incomplete or incorrect e-mail addresses. If you have a very large recipient list you may want to contact your campus’ IT office about any limitations with your e-mail server.

2. **Preview the e-mail:** (Be sure to preview your built project prior to completing the following steps.) Click the "Preview" button to view how your e-mail will appear to recipients, including how the link will appear in the actual e-mail. If you make any needed changes to the e-mail information click "Save" for the mailing to reflect the changes and preview it again.

3. **Schedule the mailing:** Use the "Requested Schedule Date" box to enter the date and time you would like the mailing to be sent. Please note that you will have to schedule the mailing at least 10 minutes from the current time and during the project’s active date range. If your project is not currently active, please contact Campus Labs.

4. **Approve the mailing:** Click the "Approve" button. This will place your mailing on a list of approved mailings to be finalized by Campus Labs staff during normal business hours (Eastern time). If your mailing is urgent, please contact Campus Labs. Your mailing will be sent at its scheduled time once it is finalized.

---

**Details**

- **To:** 0 Recipients
- **Subject:** Your Feedback is Needed!
- **From Name:** Jane Smith, Provost
- **From Address:** notification@email.studentvoice.com
- **Reply-To Address:** jsmith@hometown.edu
- **Description:**

**Requested Schedule Date**

- **Send Date:**
- **Send Time:** (Eastern time)

---

**Message**

Dear First-Year Student
To Finish Mailing...

1. **Insert the recipients' e-mail addresses:** Click on the "To" button to enter e-mail addresses of the recipients of this mailing. You can copy and paste lists into the text field on the left in the pop-up window. The system will remove any duplicate e-mail addresses and will identify any incomplete or incorrect e-mail addresses. If you have a very large recipient list you may want to contact your campus' IT office about any limitations with your e-mail server.

2. **Preview the e-mail:** (Be sure to preview your built project prior to completing the following steps.) Click the "Preview" button to view how your e-mail will appear to recipients, including how the link will appear in the actual e-mail. If you make any needed changes to the e-mail information click "Save" for the mailing to reflect the changes and preview it again.

3. **Schedule the mailing:** Use the "Requested Schedule Date" box to enter the date and time you would like the mailing to be sent. Please note that you will have to schedule the mailing at least 10 minutes from the current time and during the project's active date range. If your project is not currently active, please contact Campus Labs.

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---

**Details**

- **To:** 0 Recipients
- **Subject:** Your Feedback is Needed!
- **From Name:** Jane Smith, Provost
- **From Address:** notification@email.studentvoice.co
- **Reply-To Address:** jsmith@hometown.edu
- **Description:**

---

**Requested Schedule Date**

- **Send Date:**
- **Send Time:** (Eastern time)

---

**Message**

Dear First-Year Student,

The Community Center is looking for feedback from students on the new application to bring campus dining options. Please take a look at the attached link and let us know your thoughts.

Sincerely,

Jane Smith, Provost
Add Addresses

Enter addresses below (Allowed delimiters include: commas, semi-colons, spaces and new lines):

example1@hometown.edu
example2@hometown.edu
example3@hometown.edu
example3@hometown.edu
example4@hometown.edu

Included Addresses

0 Addresses

Remove

Remove All

Search

Clear

Close
To Finish Mailing...

Send Mailing To:

Add Addresses

Enter addresses below (Allowed delimiters include: commas, semi-colons, spaces and new lines):
example4@hometown

Add Addresses

Included Addresses

Remove Remove All

<table>
<thead>
<tr>
<th>3 Addresses</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:example1@hometown.edu">example1@hometown.edu</a></td>
</tr>
<tr>
<td><a href="mailto:example2@hometown.edu">example2@hometown.edu</a></td>
</tr>
<tr>
<td><a href="mailto:example3@hometown.edu">example3@hometown.edu</a></td>
</tr>
</tbody>
</table>

< Previous Page 1 Next Page >
To Finish Mailing...

1. **Insert the recipients' e-mail addresses:** Click on the "To" button to enter e-mail addresses of the recipients of this mailing. You can copy and paste lists into the text field on the left in the pop-up window. The system will remove any duplicate e-mail addresses and will identify any incomplete or incorrect e-mail addresses. If you have a very large recipient list you may want to contact your campus' IT office about any limitations with your e-mail server.

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### Details

- **To:** 3 Recipients
- **Subject:** Your Feedback is Needed!
- **From Name:** Jane Smith, Provost
- **From Address:** notification@email.studentvoice.co
- **Reply-To Address:** jsmith@hometown.edu
- **Description:**

### Requested Schedule Date

- **Send Date:** 05/13/2013
- **Send Time:** 10:00 AM (Eastern time)

### Message

Dear First-Year Student,
To Finish Mailing...

1. **Insert the recipients' e-mail addresses:** Click on the "To" button to enter e-mail addresses of the recipients of this mailing. You can copy and paste lists into the text field on the left in the pop-up window. The system will remove any duplicate e-mail addresses and will identify any incomplete or incorrect e-mail addresses. If you have a very large recipient list you may want to contact your campus' IT office about any limitations with your e-mail server.

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---

**Details**

- **To:** 3 Recipients
- **Subject:** Your Feedback is Needed!
- **From Name:** Jane Smith, Provost
- **From Address:** notification@email.studentvoice.co
- **Reply-To Address:** jsmith@hometown.edu
- **Description:**

---

**Requested Schedule Date**

- **Send Date:** 05/13/2013
- **Send Time:** 10:00 AM (Eastern time)

---

**Message**

- **Insert INSTRUCTIONS**

Dear First-Year Student,
Dear First-Year Student,

The Community Service Office is interested in learning about your community service experience both on and off campus. Please take a few minutes to complete our assessment. Information collected in this assessment will help us to understand what students gain from their experience and how we can enhance your learning.

To access the survey please click here. If the survey does not open automatically, please copy and paste the following link to your internet browser's address bar:

http://www.studentvoice.com/p/?uid=592b62b578754769b155b11745d7ccf&p=1

Thank you in advance!

Sincerely,
Dr. Jane Smith
Provost
Hometown University
To Finish Mailing...

1. **Insert the recipients' e-mail addresses:** Click on the "To" button to enter e-mail addresses of the recipients of this mailing. You can copy and paste lists into the text field on the left in the pop-up window. The system will remove any duplicate e-mail addresses and will identify any incomplete or incorrect e-mail addresses. If you have a very large recipient list you may want to contact your campus' IT office about any limitations with your e-mail server.

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---

**Details**

- **To...**
  - 3 Recipients
- **Subject:** Your Feedback is Needed!
- **From Name:** Jane Smith, Provost
- **From Address:** notification@email.studentvoice.co
- **Reply-To Address:** jsmith@hometown.edu
- **Description:**

**Requested Schedule Date**

- **Send Date:** 05/13/2013
- **Send Time:** 10:00 AM (Eastern time)

---

**Message**

```
Dear First-Year Student,

[INSERT INSTRUCTIONS]

Best regards,

[Signoff]
```
Mass mailings can be sent to any number of recipients in order to invite or remind them about taking a Campus Labs project. Each mailing exists in one of four states, which are categorized below.

**Status Descriptions**

**Draft:** E-mails in "draft" status can be edited, both in terms of e-mail text and recipient list. Draft e-mails will not be sent out.

**Approved:** E-mails with an "approved" status indicate that you have entered all necessary information for your mailing to be sent, previewed your project, and approved the mailing to go out. Approved mailings cannot be edited unless first unapproved to return them to draft status. Campus Labs must finalize all mailings prior to sending them.

**Scheduled:** E-mails with a "scheduled" status have been finalized by Campus Labs staff and are scheduled to be sent at the indicated date and time. You cannot edit mailings that are scheduled. If changes to a scheduled mailing are needed, please contact Campus Labs.

**Sent:** E-mails with a "sent" status have been mailed to the recipients. You cannot edit sent mailings.

<table>
<thead>
<tr>
<th>Status</th>
<th>Subject (Description)</th>
<th>Scheduled Send Date</th>
<th>Recipients</th>
<th>Undelivered Messages</th>
<th>Sent Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Draft</td>
<td>[ ] Approved</td>
<td>05/13/2013 10:00 AM (ET)</td>
<td>3</td>
<td>Unavailable</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Your Feedback is Needed!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Create New Mailing]  [Create Reminder Mailing]  [Delete]
REPORTING SURVEY RESULTS

For an in-depth overview, view:
  – How to Use Baseline: Reporting Tools
Student Community Service Needs Assessment

Status: Completed
Date Created: 1/10/2011 1:58:06 PM
Build Date: 11/7/2012 4:21:44 PM
Active Date Range: 10/29/2012 12:00:00 AM - 11/2/2012 11:59:00 PM
Department: Community Service

Results

Total Respondents: 281
Total Complete: 7
Percent Complete: 2.49%
Last Response Date: 5/3/2011 5:28:06 PM

Project Files

Choose File
No file chosen
Upload

Name: CommunityServiceAssmt.doc
Date Uploaded: 1/11/2011 1:01:56 PM
Size: 25.50 KB

NOTE: Each file must be less than 4MB.

Additional Project Notes

Methodology
- Questions were developed by the Assessment Committee during the beginning of the academic year.
- Questions were pilot tested in late Fall with a group of students.
- Survey was administered in the Spring.

Results/Findings
- 88% of respondents indicated that their participation in community service has resulted in gains in knowledge or new skills that will help them after graduation.
- 40% of respondents indicated they have become an organizer of community service activities.
- 71% of respondents have become more active in the campus community.
Q1. Please indicate your level of agreement with the following statements regarding your volunteer experience(s): Participation in volunteer opportunities makes me feel more connected to the University.

<table>
<thead>
<tr>
<th>Count</th>
<th>Percent</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>71.43%</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>2</td>
<td>28.57%</td>
<td>Moderately agree</td>
</tr>
<tr>
<td>0</td>
<td>0.00%</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>0</td>
<td>0.00%</td>
<td>Moderately disagree</td>
</tr>
<tr>
<td>0</td>
<td>0.00%</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>0</td>
<td>0.00%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

7 Respondents

Q2. Please indicate your level of agreement with the following statements regarding your volunteer experience(s): Participation in volunteer opportunities helps me develop skills that will be valuable to me in the future.

42.86%
Can you describe the academic opportunities available in Greek Life?

**Graph**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Difference</th>
<th>Std Dev</th>
<th>N</th>
<th>Top 2</th>
<th>Bottom 2</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPHC New Member Retreat Rubric Post-test</td>
<td>2.59</td>
<td>-1.20*</td>
<td>1.18</td>
<td>17</td>
<td>35.29%</td>
<td>58.82%</td>
<td></td>
</tr>
<tr>
<td>NPHC New Member Retreat Rubric Pre-test</td>
<td>1.38</td>
<td></td>
<td>---</td>
<td>0.64</td>
<td>26</td>
<td>0.00%</td>
<td>92.31%</td>
</tr>
</tbody>
</table>

* Indicates statistical significance, p < .05

<table>
<thead>
<tr>
<th></th>
<th>NPHC New Member Retreat Rubric Post-test</th>
<th>NPHC New Member Retreat Rubric Pre-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner (Awareness or base level knowledge): Can't articulate the opportunities to self or others</td>
<td>17.65%</td>
<td>69.23%</td>
</tr>
<tr>
<td>Transition (From novice to intermediate)</td>
<td>41.18%</td>
<td>23.08%</td>
</tr>
<tr>
<td>Intermediate (Apply the concept somewhat): Can recite the opportunities but lacks ability to define in own words</td>
<td>5.88%</td>
<td>7.69%</td>
</tr>
<tr>
<td>Transition (From intermediate to advanced)</td>
<td>35.29%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Advanced (Intentional and effective application): Can clearly explain opportunities in own words to others</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td><strong>Total Respondents</strong></td>
<td>17</td>
<td>26</td>
</tr>
</tbody>
</table>
Student Community Service Needs Assessment

- Status: Completed
- Date Created: 1/10/2011 1:58:06 PM
- Build Date: 11/7/2012 4:21:44 PM
- Active Date Range: 10/29/2012 12:00:00 AM - 11/2/2012 11:59:00 PM
- Department: Community Service

**Results**

- **Total Respondents:** 281
- **Total Complete:** 7
- **Percent Complete:** 2.49%
- **Last Response Date:** 5/3/2011 5:28:06 PM

**Project Files**

- **Choose File:** No file chosen
- **Upload**
  - **Name:** CommunityServiceAsmt.doc
  - **Date Uploaded:** 1/1/2011 1:01:58 PM
  - **Size:** 25.50 KB

**Additional Project Notes**

**Methodology**

- Questions were developed by the Assessment Committee during the beginning of the academic year.
- Questions were pilot tested in late Fall with a group of students.
- Survey was administered in the Spring.

**Results/Findings**

- 88% of respondents indicated that their participation in community service has resulted in gains in knowledge or new skills that will help them after graduation.
- 49% of respondents indicated they have become an organizer of community service activities.
- 71% of respondents have become more active in the campus community.

**Actions Taken**

- Findings will be compiled and liked with findings from focus groups conducted over the summer.

**Other Notes**

- Data shared at the annual meeting.
RUBRICS

For an in-depth overview, view:
- How to Use Baseline: Rubrics
- Methodology: Rubrics
## Rubrics

### Search
- Department: View All
- Active During: View All

### Status
- Requested
- Pending
- Active
- Completed

### View Templates
- Create New Rubric

### Rubrics Table

<table>
<thead>
<tr>
<th>Title</th>
<th>Status</th>
<th>Department</th>
<th>Last Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>Active</td>
<td>Academic Advising</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Service Learning &amp; Civic Engagement</td>
<td>Active</td>
<td>Student Activities</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Academic Advising</td>
<td>Active</td>
<td>Academic Advising</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Communication Rubric for student employees</td>
<td>Active</td>
<td>Academic Advising</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>MRU: Learning Outcomes</td>
<td>Active</td>
<td>Student Activities</td>
<td>1/6/2012 5:28:11 PM</td>
<td>3</td>
</tr>
<tr>
<td>Resume Rubric</td>
<td>Active</td>
<td>Career Center</td>
<td></td>
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<tr>
<td>AAC&amp;U Intercultural Values Rubric</td>
<td>Active</td>
<td>Academic Advising</td>
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<td>27</td>
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<tr>
<td>Leadership Development Outcomes</td>
<td>Active</td>
<td>Career Center</td>
<td>1/21/2011 9:46:34 AM</td>
<td>12</td>
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</tbody>
</table>
**Critical Thinking Rubric**

<table>
<thead>
<tr>
<th></th>
<th>1 - Beginner</th>
<th>2 - Developing</th>
<th>3 - Accomplished</th>
<th>4 - Advanced</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic selection</strong></td>
<td><em>Identifies a topic that is far too general and wide-ranging as to be manageable and doable.</em></td>
<td><em>Identifies a topic that while manageable/doable, is too narrowly focused and leaves out relevant aspects of the topic.</em></td>
<td><em>Identifies a focused and manageable/doable topic that appropriately addresses relevant aspects of the topic.</em></td>
<td><em>Identifies a creative, focused, and manageable topic that addresses potentially significant yet previously less-explored aspects of the topic.</em></td>
<td></td>
</tr>
<tr>
<td><strong>Existing Knowledge, Research, and/or Views</strong></td>
<td><em>Presents information from irrelevant sources representing limited points of view/approaches.</em></td>
<td><em>Presents information from relevant sources representing limited points of view/approaches.</em></td>
<td><em>Presents in-depth information from relevant sources representing various points of view/approaches.</em></td>
<td><em>Synthesizes in-depth information from relevant sources representing various points of view/approaches.</em></td>
<td></td>
</tr>
<tr>
<td><strong>Analysis</strong></td>
<td><em>Lists evidence, but it is not organized and/or is unrelated to focus.</em></td>
<td><em>Organizes evidence, but the organization is not effective in revealing important patterns, differences, or similarities.</em></td>
<td><em>Organizes evidence to reveal important patterns, differences, or similarities related to focus.</em></td>
<td><em>Organizes and synthesizes evidence to reveal insightful patterns, differences, or similarities related to focus.</em></td>
<td></td>
</tr>
</tbody>
</table>

**Intrapersonal Development Rubric Template**
Intrapersonal development is the process of understanding and utilizing skills around one’s sense of self, often measuring the development of personal values, interests, personality, skills (VIPS). The foundation for these dimensions came from reviewing the CAS Learning and Developmental Outcomes and Gardner’s Theory of Multiple Intelligences.
### Levels and Dimensions

Label the dimensions (vertical column) and scale (horizontal row) for your rubric, adding levels as needed. (Scales of 4 - 5 points are optimal for single sheet printing.) Descriptions in each cell are recommended but not required, and will automatically be formatted as bulleted lists. Scale points ascend from left to right.

- Include N/A option (will appear as last scale point)
- Include comments for each dimension (will appear to the right of the scale)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginner</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Developing</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Accomplished</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Advanced</strong></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Intrapersonal Development Rubric - Individual Advising

Department: Academic Advising
Created by: mgmtwebinar
Date Created: 11/2/2010 10:52:48 AM

Results
Total Respondents: 30
Total Complete: 30
Percent Complete: 100.00%
Last Response Date: 3/4/2011 3:14:49 PM

Adminstration
Status
OPEN
This rubric was opened on 3/4/2011 3:05:54 PM

Live Link
http://www.studentvoice.com/rubrics/sd/intrapersonaldevelopmentrubric-individualadvising

Project Files
Choose File | No file chosen

Table:

<table>
<thead>
<tr>
<th>Name</th>
<th>Date Uploaded</th>
<th>Size</th>
</tr>
</thead>
</table>

There are no files associated with this project.
NOTE: Each file must be less than 4MB.
Intrapersonal Development Rubric - Individual Advising

Administration Type: Rubrics
Date Created: 11/2/2010 10:52:48 AM
Date Range: 3/4/2011 3:05:54 PM - 12/31/9999 11:59:59 PM
Total Respondents: 30

Rubric Summary

<table>
<thead>
<tr>
<th>Rubric Area</th>
<th>Mean</th>
<th>Std Dev</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Appraisal</td>
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<td>0.89</td>
<td>30</td>
</tr>
<tr>
<td>Reflection and Adjustment</td>
<td>3.23</td>
<td>0.77</td>
<td>30</td>
</tr>
<tr>
<td>Conscious Behavior</td>
<td>3.17</td>
<td>0.95</td>
<td>30</td>
</tr>
<tr>
<td>Decision Making</td>
<td>2.23</td>
<td>1.04</td>
<td>30</td>
</tr>
<tr>
<td>Progressing Toward Goals</td>
<td>2.20</td>
<td>1.06</td>
<td>30</td>
</tr>
<tr>
<td>Managing Autonomy</td>
<td>2.10</td>
<td>1.06</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>2.59</td>
<td>1.06</td>
<td>30</td>
</tr>
</tbody>
</table>

Subject Name

<table>
<thead>
<tr>
<th>Count</th>
<th>Percent</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>25.00%</td>
<td>Scott Student</td>
</tr>
<tr>
<td>5</td>
<td>17.86%</td>
<td>Marie Student</td>
</tr>
<tr>
<td>2</td>
<td>7.14%</td>
<td>Peter Student</td>
</tr>
<tr>
<td>6</td>
<td>21.43%</td>
<td>Sasha Student</td>
</tr>
<tr>
<td>5</td>
<td>17.86%</td>
<td>Joseph Student</td>
</tr>
<tr>
<td>3</td>
<td>10.71%</td>
<td>Renee Student</td>
</tr>
</tbody>
</table>

28 Respondents
Key Performance Indicators

For an in-depth overview, view:

– How to Use Baseline: Key Performance Indicators
– Methodology: Key Performance Indicators
Welcome

Project Links

- Request a Project
- Full Project List
- Project Calendar

Recently Shared Projects

1. Alternative Spring Break Group Reflection Programmatic Rubric
   - Rubric to assess the effectiveness of group reflections within the Alternative Spring Break program at Salt Lake Community College. Rubric measures group as a whole for each of the core learning outcomes.

2. Campus Activities Needs Assessment
   - Assessing the needs of our student body for programming includes questions on the impact of campus involvement and event promotion.

3. Student Satisfaction Survey (Retention)
   - Survey to assess student satisfaction of various resources and key interactions on campus (e.g., academic advising, bookstore, library). Data used as part of a larger conversation surrounding student satisfaction.

4. New Transfer Student Survey (Retention)
   - Survey covers a variety of measures that are related to retention at the institution, including a wide variety of demographic questions.

5. UAAC Advising Survey
   - Survey for faculty advisors to find out what types of issues they are facing as advisors, how much time they are spending and what training they would like to receive.

Resources

Campus Labs Blog
- Check out our blog for the latest news, trends, and ideas developing at the Labs!

Webinars
- We offer a long list of live webinars throughout each semester including product tutorials to best practices as well as many that are marked with equivalencies for professional development. Our webinars require internet and phone access and group participation is welcomed!

NEW! Baseline Support Site
- The new Baseline Support site offers resources like webinar recordings and frequently asked questions, as well as our “Assessment Lab” of best practices and resources for every step of the assessment cycle!

Campus Labs
- support@campuslabs.com
- T: 716-652-9400
- F: 716-652-2689

Campus Labs staff members are available to address your assessment and technical questions Monday through Friday from 8 a.m. to 8 p.m., EST.

Baseline Contact
Performance Indicators

Skill Development
Mean alumni rating for how well the institution developed their skills articulated in the mission.

4.07

Student Participation

CAS Domain: Practical Competence

Alumni Giving Rate

Student Experience

Intrapersonal Development

campuslabs
Data Driven Innovation
QUESTIONS?

Mary Odden
Assistant Director of Assessment Programs
modden@campuslabs.com
716.270.0000
http://baselinesupport.campuslabs.com
Webinars of Interest

• How to Use Baseline: Reporting Tools
• How to Use Baseline: Rubrics
• How to Use Baseline: Key Performance Indicators
THANK YOU!

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