

# Effective Evaluation Survey Methodology



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# NACEP Required Surveys



| Evaluation Standard | Who  | How Often         | Essential Questions | Summary Report                   |
|---------------------|--|-------------------|---------------------|----------------------------------|
| E1                  | CEP students                                 | Every section     | No                  | Yes, disaggregated by instructor |
| E2                  | CEP alumni, one year out                     | Every year        | Yes                 | Yes                              |
| E3                  | CEP alumni, four years out                   | Every three years | Yes                 | Yes                              |
| E4                  | Instructors, Principals, Guidance Counselors | Every three years | Yes                 | Yes, disaggregated by role       |

# Permitted Modifications



- ❖ Introduction
- ❖ Additional questions
- ❖ E2 & E3 can remove questions only when information is accessible elsewhere (institutional databases) and added to NACEP report
- ❖ E2 & E3 can expand or collapse/delete categories depending on CEP offerings
- ❖ E4 can survey additional administrative and staff members but only instructors, principals, & guidance counselors should be included in NACEP report

# Common Accreditation Issues



- ❖ Low response rates
- ❖ Lack of follow-up with non-respondents
- ❖ Incorrect survey frequency
- ❖ No analysis in summary report
- ❖ Lack of evidence that survey results prompted any reflection on possible program improvement

# Canusia Inc.

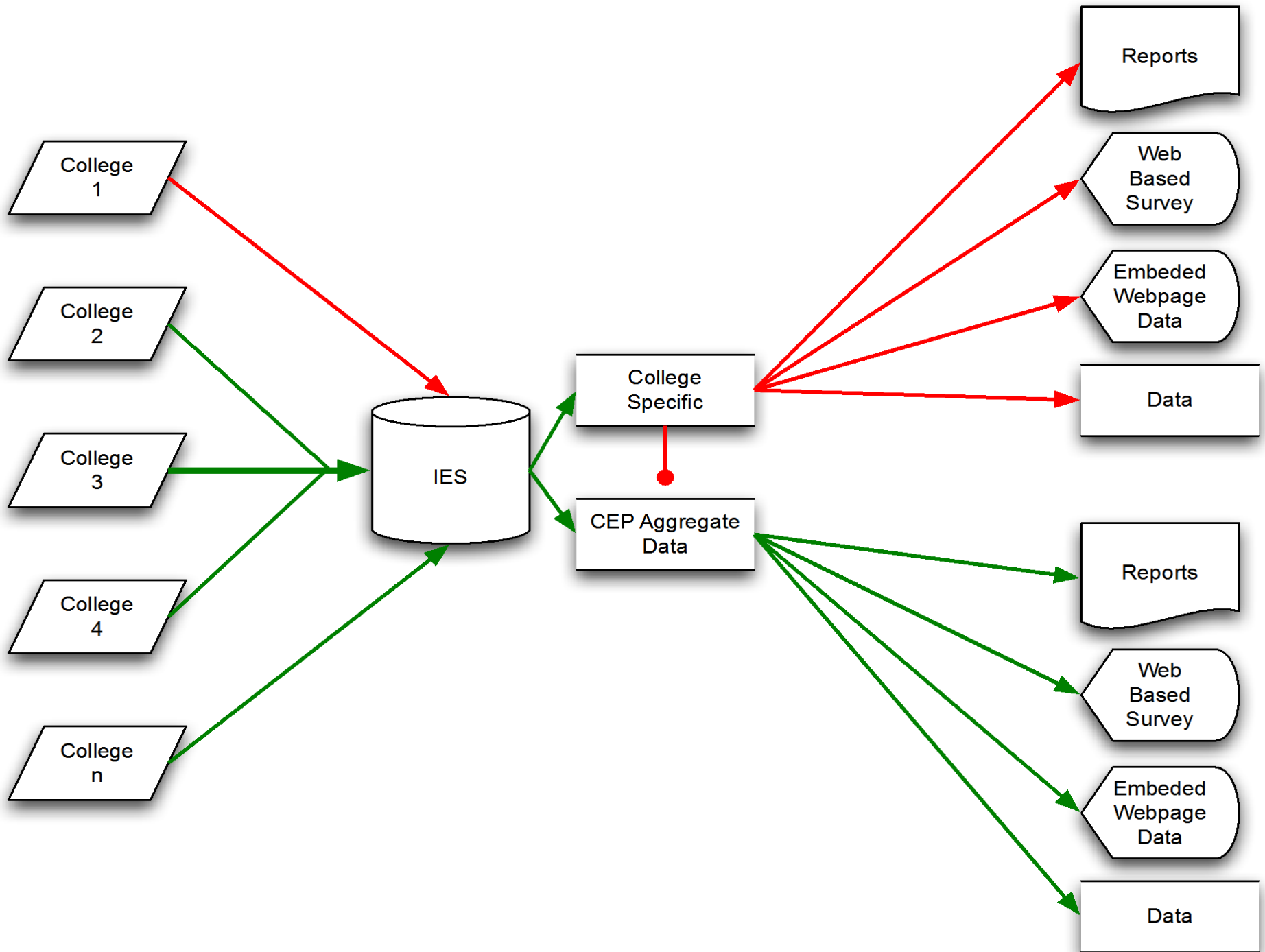


- Tech company spun out of Syracuse University
- Leverages skills and knowledge of experience CEP administrators
- Experience in creating CEP software focused on operational efficiency

# IES – Integrated Evaluation System









# Response Rates



Response rates are more important when the study's purpose is to measure effects or make generalizations to a larger population, less important if the purpose is to gain insight.

# Response Rates



Survey response rates increase when respondents know how long it will take them to complete the survey.

To increase response rates

- ❖ State the purpose of the survey
- ❖ Provide survey instructions
- ❖ Be sure to send up follow-up requests to increase your response rate either by postcard, phone or email
- ❖ Pick times during the year which are not busy for your respondents; this will increase your response rate.
- ❖ Provide a return envelope to increase response rates if administering a paper and pencil survey
- ❖ Email surveys which are embedded in the email have a higher response rate than surveys which are attached to an email

# Survey Instructions



- ❖ Provide instructions for the survey that are clear and easy to follow
- ❖ Distinguish questions to be read/answered from instructions by changing the font size or type
- ❖ Bold or underline key points or items to draw the reader's attention
- ❖ Include an introduction page for online surveys

# Cover Letters



- ❖ Personalize – Always include the recipient's name
- ❖ Add Pleases and Thank Yous to your cover letters and at end of survey – e.g. Thank you for participating in this survey
- ❖ In your survey cover letter, make your survey sounds important to the respondent
- ❖ Make sure the survey looks professional
- ❖ Use logos for visual identification
- ❖ Address the issue of confidentiality

# Reporting



- ❖ Work with your college's institutional research office to analyze the results
- ❖ Know your audience; you may want to have different formats for different audiences
- ❖ Always tell your audience:
  - Who was surveyed
  - How they were surveyed
  - What was the response rate
- ❖ Use plenty of headings
- ❖ Avoid jargon
- ❖ Keep sentences and paragraphs short
- ❖ Give conclusions and recommendations of findings

# Questions?



# Contact Information



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