

Assessment Results & Improvement Plan

Department/Program and Degree:	Assessment Office
Assessment Project Name:	<i>Focus Group, Interview, or Survey? Which is Right for Your Academic Program?</i>
Semester/Yr Evidence Collected:	Spring 2011
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Executive Summary:

As part of *Springing into Assessment Action!* the Assessment Office (AO) offered a workshop entitled *Focus Group, Interview, or Survey? Which is Right for Your Academic Program* on April 21, 2011. The workshop was advertised as a beginner level workshop. Using examples, the workshop facilitators described the purpose, strengths, and weaknesses of each data collection method. The facilitators also presented a decision-making process to help attendees decide on the method which best suits his/her program's assessment goals and resources.

All 12 of the workshop attendees completed and submitted a workshop evaluation (100% response rate). The learning outcomes were met. Overall, participants found the workshop useful and effective in increasing their understanding of focus groups, interviews, and surveys.

1. State the SLO(s) that was Assessed, Targeted, or Studied

As a result of this session:

- You will know to ask
 - A. What is my assessment question? and,
 - B. How will the results be use?
before you select a method.
- You will be able to state the different reasons for using focus groups, interviews, and surveys.

2. State the Type(s) of Evidence Gathered

Workshop evaluation

3. State How the Evidence was Interpreted, Evaluated, or Analyzed

The AO student worker ran descriptive statistics on the closed-ended questions and transcribed the open-ended responses.

4. State How Many Pieces of Evidence Were Collected

12. All of the attendees completed a workshop evaluation (100% response rate).

5. Summarize the Actual Results

- 91% of respondents correctly answered the question, “ What is one question you should always ask before choosing an assessment method?”
- 91% of respondents correctly stated one reason to conduct a survey.
- 100% of respondents correctly stated one reason to conduct an interview.
- 90% of respondents correctly stated one reason to conduct a focus group.
- 100% of respondents indicated the workshop was either “Useful” or “Very Useful.”
- 100% of respondents indicated the workshop was either “Effective” or “Very Effective” in increasing their knowledge of the topic.

The assessment benchmark is 80%.

6. In addition to the actual results, were there additional conclusions or discoveries?

Number Registered = 20

Number of Registered Attendees = 11

Number of Registered Cancellations = 2

Number of Registered “No Shows” = 7

Number of Walk-ins = 1

Number of Attendees = 12

This information is being tracked in order to better plan future workshops.

7. Briefly Describe the Distribution and Discussion of Results

Results were distributed and discussed informally.

8. Use of Results/Program Modifications:

Overall the AO is satisfied with the assessment results.

9. Reflect on the Assessment Process

10. Other Important Information

Appendix A
**Focus Group, Interview, or Survey? Which is Right for Your Academic Program
Workshop Evaluation – Results
(n=12)**

1. What is one question you should always ask before choosing an assessment method?

n=11, 91% correct

- How will we use the results? What is my assessment question?
- What is your assessment question?
- What do you want to know? What is your assessment question → lead to method?
- What's assessment question?
- Not design-method → What is the research question?
- What do you really want to know?
- What is it that you want to know?
- What do we want to know; to find out?
- What do I really want to know?
- What do I want to know?

X Who? People are most important in every time (incorrect)

2. State one reason you would use each of the following:

Survey:

n=11, 91% correct

- Can administer to large group
- Need large sample, narrow question
- Masses – population-based. Use or randomized: anonymity
- To get response from a lot of people (+100)
- Large number of people, anonymity
- Cheap/mass answers
- Covers many topics
- Cheaper
- Can be large scale, anonymous, controlled, and specific. Number is provided. The what.
- To get information from many people

X Assess SLOs in our department (incorrect)

Interview:

n=12, 100% correct

- Rich info, stories
- Need for richness and detail
- More in department understanding of student material
- To get feedback, to have in depth questions answered.
- Deeper understanding in questions
- Detailed answers
- Rich quotes

- Provides rich in-depth information
- Content info
- Rich, personal, in-depth information. The why and how.
- To get in-depth information
- Wanting descriptive, contextual information

Focus Group:

n=10, 90% correct

- Diverse perspectives
- Social context important
- To build answers with diverse respondents
- Group can suggest ideas to others
- Diverse richness
- Diverse views on topic
- Diverse answers, people can build or feed from one another. The why, how, also rich and personal.
- To gather a wide range of responses.
- Perspective sampling; build on ideas of others
- X Overview, gist of the topic (incorrect)

3. Please rate the overall usefulness of this workshop.

9 (75%) Very Useful

3 (25%) Useful

0 Of Little Use

0 Not Useful At All

0 No Opinion

4. To what extent was this workshop effective in increasing your understanding of the topic?

7 (58%) Very Effective

5 (42%) Effective

0 Somewhat Effective

0 Not Very Effective

0 Not Sure

5. What was the most valuable aspect of the workshop? Why?

- Comparison approach among 3 methods
- Methods of survey and purpose of each
- Purposefulness of the instrument – focus on what we want to know and that we will act on it.
- It provided very quick but still essential information on three key methods of assessment: survey, focus group, and interview.
- Pros and cons for each method
- Strengths and weaknesses of each method

- Expose to the various methods.
- Being able to know different kind of methods and purpose of them.
- Easy to know the different assessment in different work
- Differentiating purpose of each
- Reinforcing what I have known. Tips – contextualize survey with focus group.
- Good back and forth between presenters

6. What was the least valuable aspect of the workshop? Why?

- Wish more encouraged discussion aspect in the middle.
- I can't think of what was the least valuable aspect of this workshop.
- All valuable
- Not this time.
- Nothing
- N/A
- N/A

7. Other constructive comments?

- I like small group sessions to “test drive” what we learn in the workshop. It reinforces things for my rapidly depleting memory cells! As always – thank you!
- Good job – nice integration, well organized, and loved quick guides
- Mahalo!
- Nothing
- All good!
- Great
- Thank you.
- Thank you!