Assessment Results & Improvement Plan

<table>
<thead>
<tr>
<th>Department/Program and Degree:</th>
<th>Assessment Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Project Name:</td>
<td>Focus Group, Interview, or Survey? Which is Right for Your Academic Program?</td>
</tr>
<tr>
<td>Semester/Yr Evidence Collected:</td>
<td>Spring 2011</td>
</tr>
<tr>
<td>Program Assessment Coordinator:</td>
<td>Marlene Lowe &amp; Monica Stitt-Bergh</td>
</tr>
<tr>
<td>Person Submitting:</td>
<td>Marlene Lowe</td>
</tr>
<tr>
<td>Date Submitted:</td>
<td>May 9, 2011</td>
</tr>
</tbody>
</table>

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 and 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 to 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!