

Assessment Results & Improvement Plan

Department/Program and Degree:	Assessment Office
Assessment Project Name:	<i>Focus Group, Interview, or Survey? Which is Right for Your Co-Curricular Program?</i>
Semester/Yr Evidence Collected:	Spring 2011
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Date Submitted:	May 23, 2011

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 Co-Curricular Program* on May 19, 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 six questions to help attendees decide on the method that best suits his/her program's assessment goals and resources.

All 8 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 ran descriptive statistics on the quiz and closed-ended questions and transcribed the open-ended responses.

4. State How Many Pieces of Evidence Were Collected

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

5. Summarize the Actual Results

- 86% of respondents correctly answered the question, “ What is one question you should always ask before choosing an assessment method?”
- 100% of respondents correctly stated one reason to conduct a survey.
- 100% of respondents correctly stated one reason to conduct an interview.
- 100% 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 = 12

Number of Registered Attendees = 7

Number of Registered Cancellations = 3

Number of Registered “No Shows” = 2

Number of Walk-ins = 1

Number of Attendees = 8

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 Co-Curricular Program
Workshop Evaluation – Results
(n=8)**

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

n=7, 86% correct

Possible correct answers: What is my assessment question? Or How will the results be used?

- What is your assessment question?
- What do I want to know?
- Will or how will I use these results?
- What is your assessment question(s)
- What is my question? Clarify, specific
- What is my assessment question?
- X => How many people this time?

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

Survey:

n=8, 100% correct

- Polling large volume of people
- Good for stats
- High response rate at low cost
- How often, what, to what extent
- To learn what, what extent
- Survey market regarding pricing
- Ability to reach lrg pop
- More easy to get the result

Interview:

n=7, 100% correct

- To understand how or why, if you have doubt (to contextualize)
- In-depth information gathering
- Get depth of info
- To ensure how or why
- To learn how, why
- Nuanced information, new ideas
- Oppor to obtain more indepth info

Focus Group:

n=7, 100% correct

- To benefit from crosstalk
- Develop understanding & knowledge

- Build ideas
- Generate consensus & multiple perspectives
- Feedback on new idea
- Range & synergetic responses to topics
- Gain multiple perspectives; generate synergy

3. Please rate the overall usefulness of this workshop.

6 (75%) Very Useful
 2 (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?

4 (50%) Very Effective
 4 (50%) Effective
 0 Somewhat Effective
 0 Not Very Effective
 0 Not Sure

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

- Hearing more examples of benefits/limitations of each method.
- Comparison of the different _____. Pros & cons overview
- Advantages & disadvantages of each type of method.
- Comparing & contrasting survey, interview, focus groups; dragon voice recognition software
- Quick guides
- Comparative aspects of tools that we can use... to help decide on appropriate methods for obtaining information.
- Pros/cons of ea assessment method.
- Everything what you done for us. ☺

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

- None

7. Other constructive comments?

- Thanks for program and for the M&Ms
- Perhaps add some website resources/
- Keep doing these kinds of workshops... Bring Kokua in to help offer one specifically on survey design that is user friendly for a wider variety of people
- Grt gen. overview; helped o confirm/validate what I'm doing
 - N/A