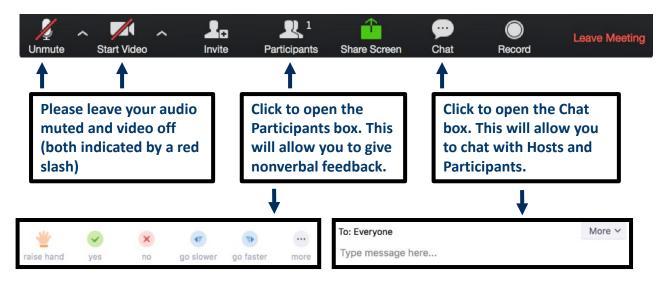


Telling Your Data Story: Sharing NSSE Results on Campus

Webinar will begin at 2 pm Eastern Time

Before we begin, please review the Zoom controls below. Leave your audio and video off, unless prompted by a host. You can post any questions in the chat box.



- Have your *Institutional Report 2019* binder on hand for reference or access your materials through the NSSE Institution Interface.
- The Chat window allows participants to interact with presenters and each other – make comments about your NSSE practice, ask questions of presenters and of other users!

- Visit https://kb.iu.edu/d/aods#hear-talk
 for a comprehensive set of tests and troubleshooting solutions if you have issues with the Zoom software
- To check your audio connection, click the arrow next to the microphone on the left hand side of the in meeting toolbar.
- Click "Test Computer Audio" and audio preferences will open.
- You can test the volume and output of your speaker device be selecting "Test Speaker." If you cannot hear, change the output source by selecting a different speaker device.

Telling Your Data Story: Sharing NSSE Results on Campus



Jillian Kinzie, Dajanae Palmer and Samantha Silberstein Guest presenter, Tony Ribera Marian University

Outline

- Introduction to the Challenge of Sharing Results
 - "Telling your story" framework
 - Who is your audience? (aka: stakeholders)
- Promoting reports and results
- Good ideas from an experienced user and assessment expert (Tony Ribera, Director of Educational Assessment Marian University)
- Determining what should be shared and with whom
- Engaging others in the data



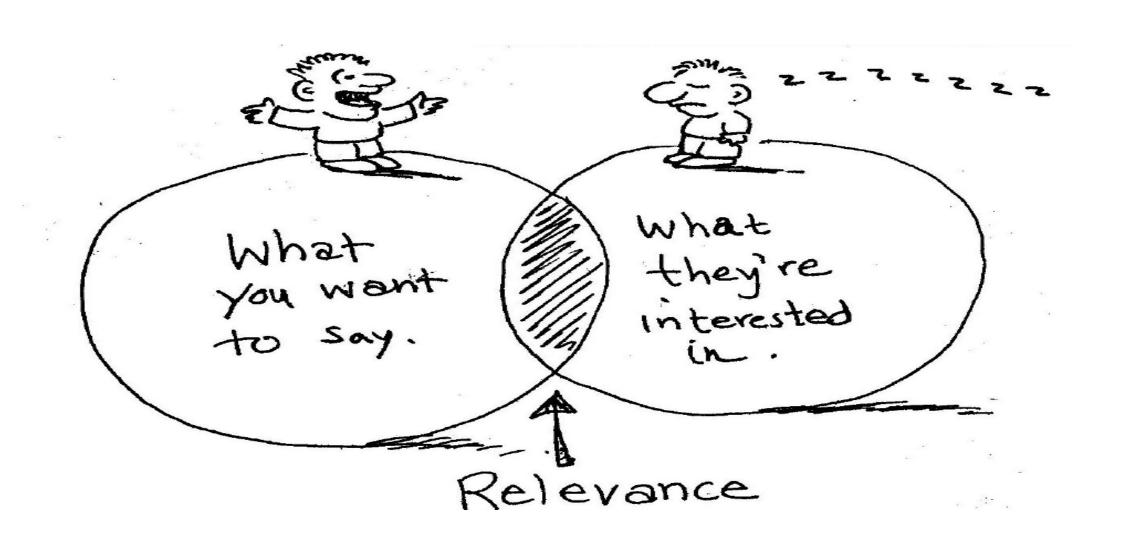
The Challenge of Sharing Results

So you've received your NSSE report package and shared it with a few key stakeholders.

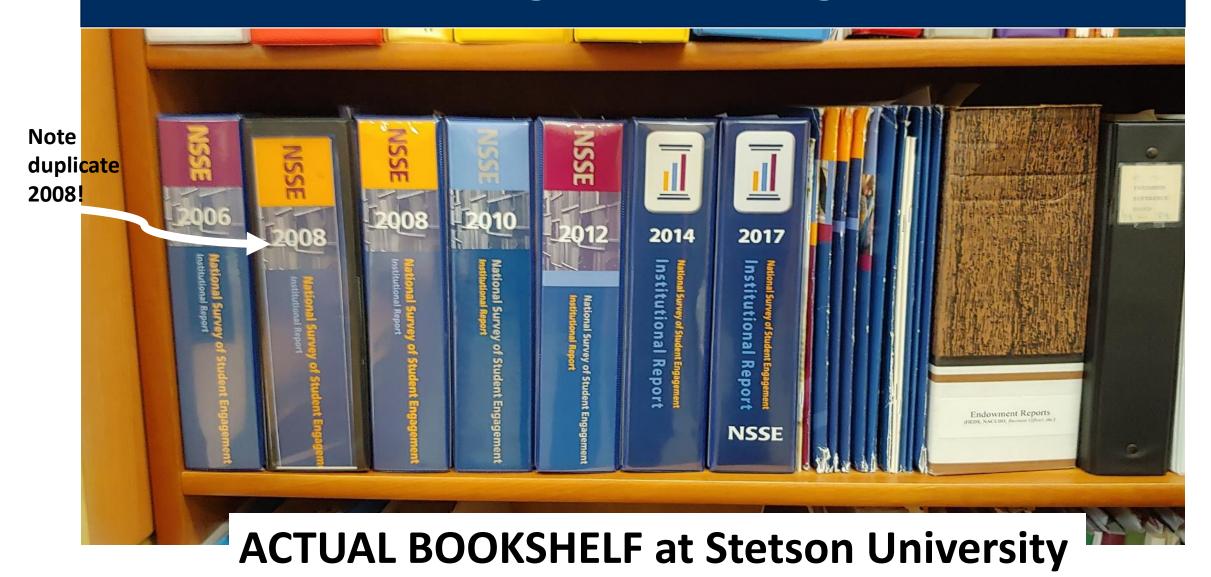
Now what?



The Challenge of Sharing Results



The Challenge of Sharing Results



Sharing Results: What Do NSSE Users Do?

Table 1	
Data Sharing with and Use by Internal	

Institutional Audiences

Institutional Stakeholders	Results shared with	Results explicitly used by
President/senior administration	93%	47%
Department chairs/deans	83%	40%
Faculty	76%	31%
Student affairs staff	80%	45%
Advising staff	60%	22%
Admissions staff	51%	12%
Public affairs/news office	48%	20%
Governing board	44%	8%
Students	33%	2%
Campus newspaper	16%	3%

Targeted Committees/Gro	oups	
Accreditation	61%	43%
First-year experience	53%	31%
Teaching and learning	42%	28%
General education	53%	31%
Diversity	36%	18%
Writing program	27%	14%
Technology	14%	4%

assessments of the 2014 and 2015 NSSE administrations.

Sharing Results: What Do NSSE Users Do?

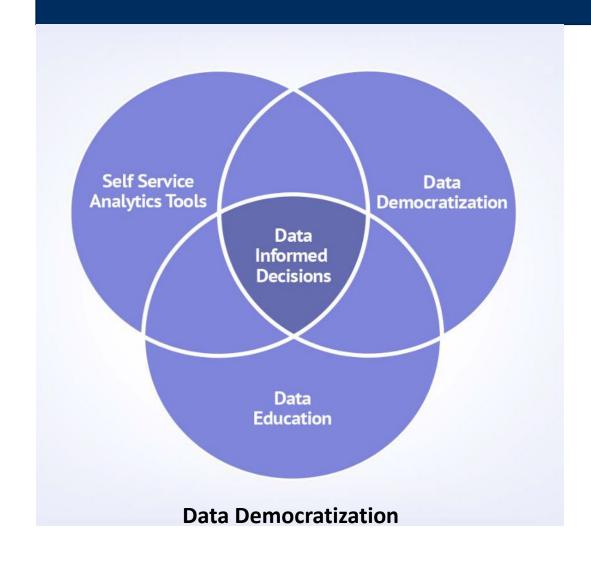
Created targeted presentations for some departments (academic, student life, academic support)

I typically present the past years results to senior leadership and the board of trustees

We've shared results with deans, academic units, student services...and provided department-level analyses for faculty for curricular enhancement

Topical module results
have been used in
discussions about
advising...for training,
changing advising
model

Telling your Data Story





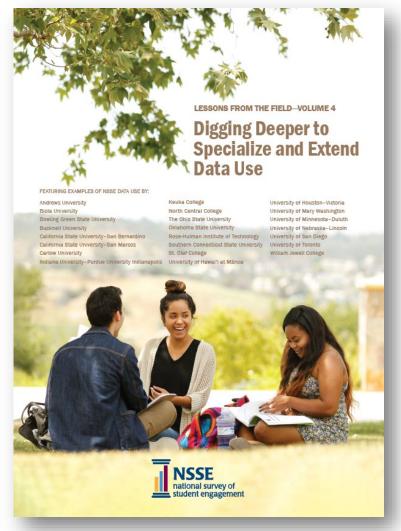
Telling your Data Story

Data democratization promotes sharing results

[Sadly] The norm...is to gather data, circulate the reports among a small group of people, and then to just shelve them if nothing horrible jumps out—and sometimes even if it does! - Blaich & Wise, 2011

NSSE's connection to the new vision of decisionsupport

Volumes 1-4
document
data use at
100
institutions!



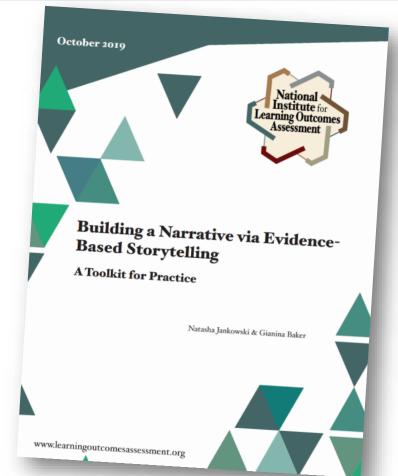
As the Statement of Aspirational **Practice for Institutional Research** (Swing & Ross, 2016) asserts, student success must be at the center of a new vision of the decision-support system in higher education. NSSE's sharp focus on measuring what matters to student learning & success can richly inform an institution's comprehensive decision-support system.

Evidence-Based Storytelling

Evidence and claims are supported by a warrant which explains "the why"—why the evidence supports the claim in question

Story development elements:

- 1. Audience
- 2. Argument
- 3. Evidence
- 4. Story & Language
- 5. Characters
- 6. Plot
- 7. Data Visualization
- 8. Awareness & Discoverability



https://www.learningoutcomesassessment.org/evidence-based-storytelling/#1565724557332-63fed6e6-21f8

Who is your NSSE audience?

CHAT!

- Audience: Who is the target audience for your NSSE results?
 - Administration, policy maker, students, staff?

[Be sure to segment the audience—which particular administrators: senior

leadership, board members, mid-level, deans, department chairs?]

- Is it internal or external?
- Are there other audiences who may be interested?



Who would be interested in Topical Module Results?

- Academic Advising (new module tested in 2019!)
- Civic Engagement
- Development of Transferable Skills
- Learning with Technology
- Experiences with Writing
- Experiences with Information Literacy
- First-Year Experiences & Senior Transitions



Promoting Results and Reports

Promotional Ideas

- Website created to share NSSE data
- Social Media accounts
- Posters and other promotional material
- Campus newspaper/TV story
- Host a NSSE data webinar



Website



ABOUT ADMISSIONS & AID ACADEMICS STUDENT LIFE **ATHLETICS GIVING**



University Level

National NSSE Site

Competencies

Archive

NSSE 2018

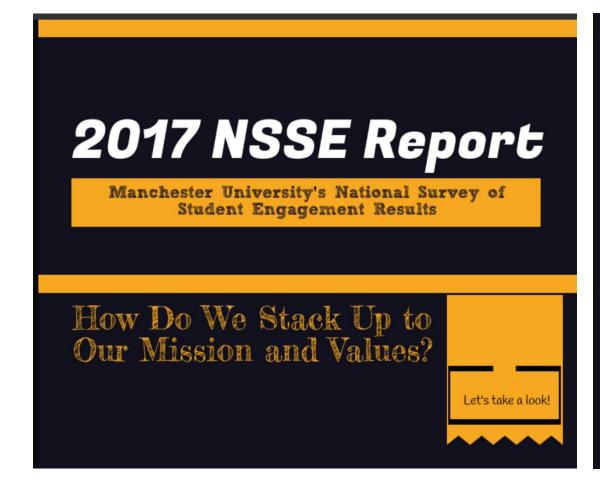
Home	National Survey of Student Engagement
Academic Challenge	Every two years Winthrop University freshmen and seniors are invited to complete the National
Learning With Peers	Survey of Student Engagment (NSSE). NSSE collects information at hundreds of four-year
Experiences with Faculty	colleges and universities regarding student participation in activities and programs that promote learning and personal development. NSSE provides parents with a way to see how and what students are learning compared to their peers at other schools. To compare Winthrop's 2018
High-Impact Practices	NSSE results with national results, click the menu items on the left sidebar.
Campus Environment	Winthrop NSSE 2018 Highlights

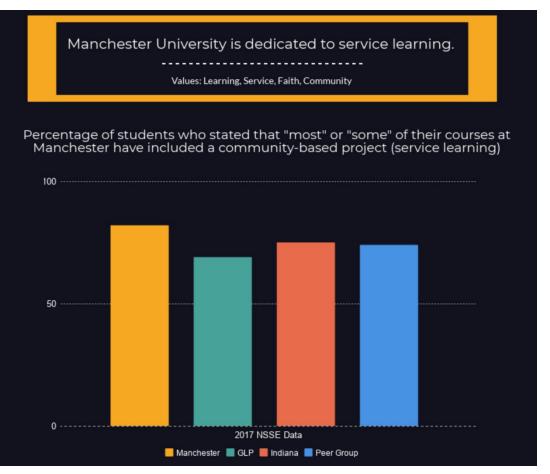
At Winthrop University, students explore new ideas and diverse perspectives in meaningful ways. A demonstrated ability to understand the world around them and communicate with people from diverse backgrounds make Winthrop graduates responsible citizens and marketable employees.

Winthrop freshmen reported that, during the current school year, they often or very often engaged in the following activities at rates more than 15 points higher than the NSSE average:

- Included diverse perspectives (political, religious, racial/ethnic, gender, etc) in course discussions or assignments
- Had discussions with people of a race or ethnicity other than their own
- Connected their learning to societal problems and issues

Infographics





Advice from Tony



Tony Ribera, Ph.D
Director of Educational Assessment
(317) 955-6699
tribera@marian.edu
Mother Theresa Hackelmeier
Memorial Library, Room 102

 NSSE contact at Rose-Hulman Institute; and NSSE data user in the Center for Teaching and Learning at Marian University



NSSE in the Field: Sharing Results and Action Plans at Marian University



Culture of Assessment at Marian University

- Franciscan Sponsorship Values
 - Dignity of the Individual
 - Peace and Justice
 - Reconciliation
 - Responsible Stewardship
- Leadership
- Teaching and Learning Committee

Teaching and Learning Committee

- Institutional teaching and assessment committee
- 24 members (Faculty, staff, student government representative)
- 5 Subcommittees
 - Grants & Awards
 - Planning & Reporting
 - Program Review
 - Programming & Resources
 - Assessment Activities

Teaching and Learning Committee

- Recent meeting led by Assessment Activities Subcommittee
 - Selected Findings
 - HIPs (Internships), SFI, and Leadership
 - Inclusiveness & Engagement with Diversity Topical Module
 - Qualitative Data
 - Discussion Prompts

Next Steps

- Additional analyses
 - Existing data (e.g., evaluations, Canvas outcomes)
 - New data (e.g., student-led focus groups)
- Implementing action plans
 - Center for Teaching & Learning inclusiveness programming
 - Program-level assessment plans and reports
- Sharing results and action plans
 - Faculty Assembly

Next Steps

- Additional analysis
 - NSSE Report Builder
- Sharing results and action plans
 - Student Affairs
 - Student Government
 - Institutional website
 - Social media
 - Alumni newsletter
 - Admissions materials

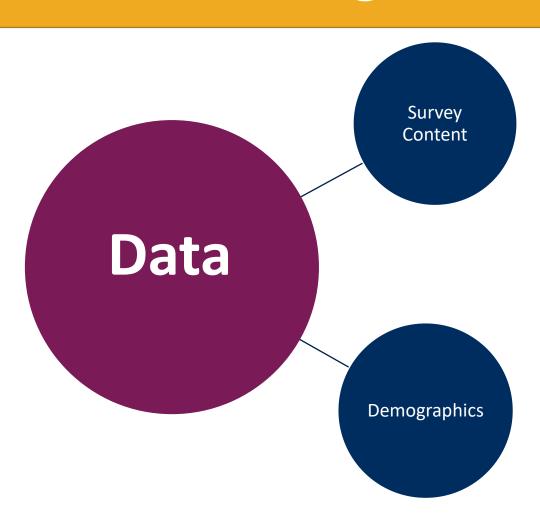
Determining what should be shared and with whom



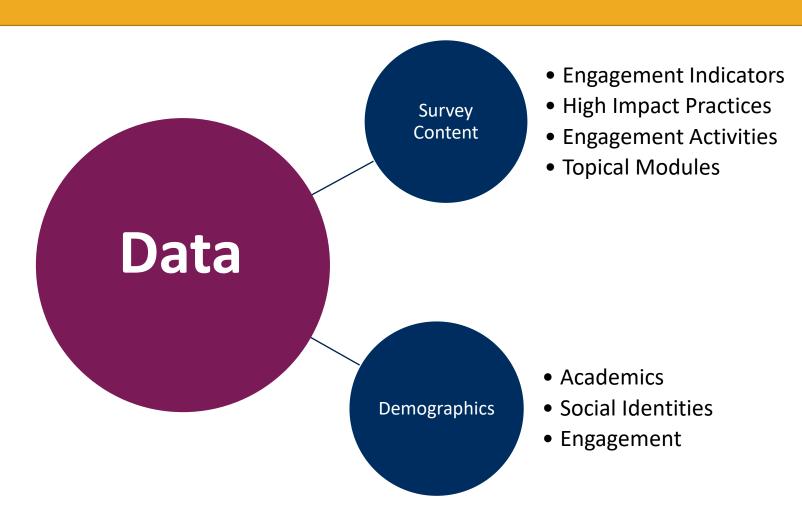
Start with...



Starting with Data



Starting with Data



Theme	Engagement Indicator
Academic Challenge	 Higher-Order Learning Reflective & Integrative Learning Learning Strategies Quantitative Reasoning
Learning with Peers	 Collaborative Learning Discussions with Diverse Others
Experiences with Faculty	 Student-Faculty Interaction Effective Teaching Practices
Campus Environment	Quality of InteractionsSupportive Environment

Discussions with Diverse Others

During the current school year, how often have you had discussions with people from the following groups:

- People from a race or ethnicity other than your own
- People from an economic background other than your own
- People with religious beliefs other than your own
- People with political views other than your own

Institutional Report

rst-Year Stud	lents	Your first-year students compared with	Your first-year students compared with	Your first-year students compared with
Theme	Engagement Indicator	Admissions Overlap	Carnegie UG Program	NSSE 2017 & 2018
	Higher-Order Learning			Δ
Academic	Reflective & Integrative Learning	Δ		Δ
Challenge	Learning Strategies			
	Quantitative Reasoning			
Learning with	Collaborative Learning		Δ	Δ
Peers	Discussions with Diverse Others	Δ	Δ	Δ
Experiences	Student-Faculty Interaction			
with Faculty	Effective Teaching Practices			Δ
Campus	Quality of Interactions			Δ
Environment	Supportive Environment			Δ

Institutional Report

Mean Comparisons		Your first-year students compared with					
	NSSEville State	Admission	ns Overlap Effect	Carnegie U	G Program Effect	NSSE 2017	7 & 2018 Effect
Engagement Indicator	Mean	Mean	size	Mean	size	Mean	size
Collaborative Learning	36.2	34.7	.11	34.1 **	.16	33.1 ***	.22
Discussions with Diverse Others	42.7	40.7 **	.15	41.0 *	.12	39.6 ***	.20

Notes: Results weighted by institution-reported sex and enrollment status (and institution size for comparison groups); Effect size: Mean difference divided by pooled standard deviation; Symbols on the Overview page are based on effect size and p before rounding; *p < .05, **p < .01, ***p < .01 (2-tailed).

Institutional Report

		Percentage point difference ^a between your FY students and			
		Admissions	Carnegie UG	NSSE 2017 &	
Collaborative Learning	NSSEville State	Overlap	Program	2018	
Percentage of students who responded that they "Very often" or "Often"	%				
1e. Asked another student to help you understand course material	64	+7	+7	+9	
1f. Explained course material to one or more students	63	+0	+2	+4	
1g. Prepared for exams by discussing or working through course material with other students	60	+2	+4	+8	
1h. Worked with other students on course projects or assignments	58	-2	+1	+2	
Discussions with Diverse Others					
Percentage of students who responded that they "Very often" or "Often" had discussions with					
8a. People from a race or ethnicity other than your own	81	+10	+5	+11	
8b. People from an economic background other than your own	84	+8	+6	+12	
8c. People with religious beliefs other than your own	85	+12	+11	+18	
8d. People with political views other than your own	55	-8	-1	-10	

So What's Our Story?

- More frequent, on average, discussions with diverse others for firstyear students compared to peer institutions
- Students are reporting, on average, that they "Often" have these discussions
- Discussions are happening more frequently with people from diverse racial/ethnic backgrounds, economic backgrounds, and religious beliefs but less so with those who hold different political views.

CHAT!

Who Might Be Interested?

- Who works with first-year students?
 - Office of first-year experiences
 - Academic departments
 - Student engagement offices
- Who supports diversity initiatives on campus?
 - Cultural centers
 - Curriculum coordinators
 - Committees or task forces
- Who supports political engagement on campus?
 - Office of Civic Engagement
 - Political sciences or public administration



Stakeholders

- Academic Departments
- Students
- Accrediting Bodies
- Alumni
- Student Services (i.e. registrar)
- Student Affairs

Find out what they want to know!

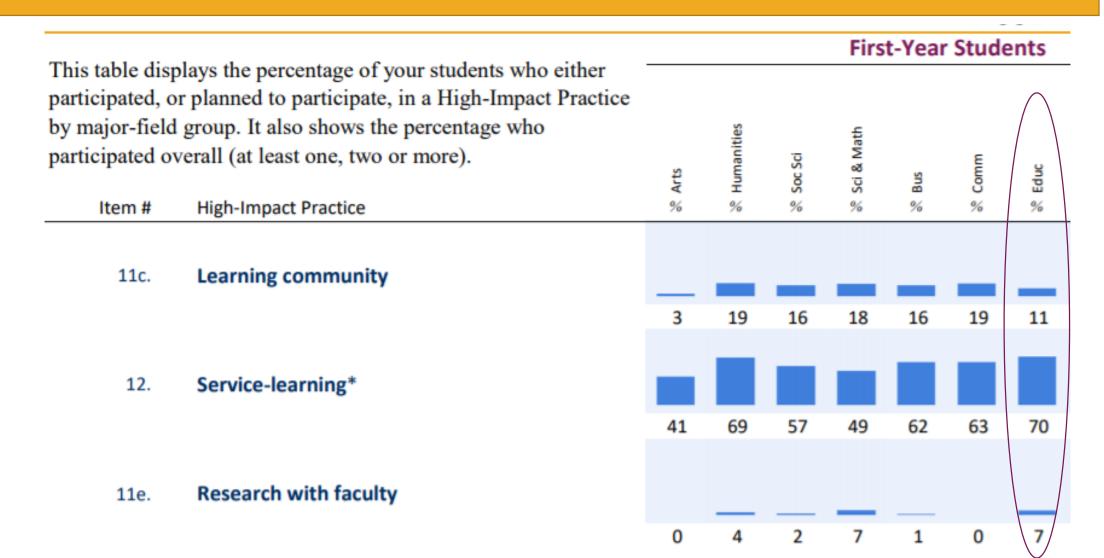


Case Study: Department of Secondary Education

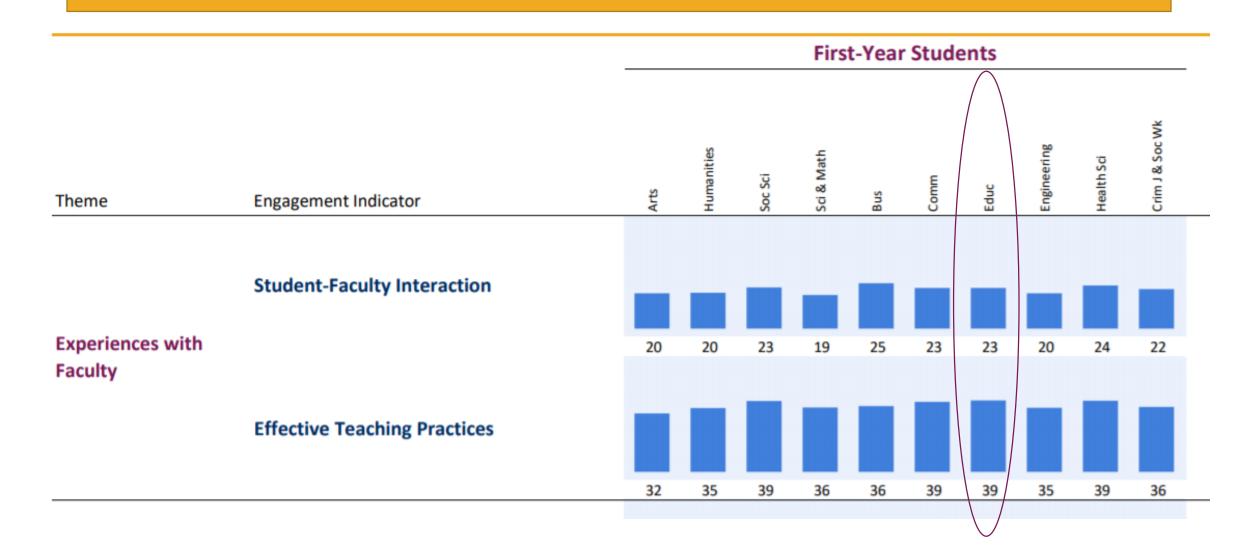
The School of Education at your institution is up for its five-year review. The Dean is interested in knowing more about their students' engagement, in particularly they are hoping to add some information to their report regarding students' participation in HIPs as well as interactions with faculty.

What information should you share with them?

Major Field Report



Major Field Report



Important Resources

- Institutional Report
- Major Field Report
- Online Report Builder
- Item Mapping

Welcome to the NSSE Report Builder—Public

You choose the group. We'll show you the results.

The NSSE Report Builder is an interactive tool that instantly generates reports of you choosing. The tool draws from a secure database of responses from the updated Nf (2017 & 2018), and can be queried using any combination of student and institution characteristics. You can choose to generate tables of Engagement Indicator statis' individual item frequencies.

The following pages will guide you through five easy steps to filter the data and a report according to your selections:

- 1. Select Report Variables
- 2. Select a Grouping Variable
- 3. Select Institutions
- 4. Select Students
- 5. Run the Report

Step 1: Select Report Variables > >

NSSE Item Campuswide Mapping aggregated and We welcome your feedback. If you have any questions, comments, or suggestions, please email us. Last Updated: October 26, 2018

NSSE Campuswide Mapping Document

Purpose: Stimulate thinking about how NSSE measures Engagement Indicators, High-Impact Practices, individual survey items, and Topical modules - relate to a variety of departments, units, and committees

- NSSE Item Campuswide Mapping is presented in 2 ways:
 - NSSE items mapped to all campus departments, units, committees, areas, and groups
 - NSSE items mapped to 26 distinct campus groups of related departments, units, committees, etc.

Engagement Indicators	Relevant Units
THEME: Academic Challenge	
Higher-Order Learning (HO)	Academic success center, Faculty development, SoTL, Tutoring, Writing center/programs
Reflective & Integrative Learning (RI)	Academic success center, Diversity office, General education, Integrative learning, Interdisciplinary studies, SoTL, Tutoring, Writing center/programs
Learning Strategies (LS)	Academic advising, Academic success center, Retention committee/task force, Tutoring
Quantitative Reasoning (QR)	General education, Literacy committee, Quantitative literacy/reasoning
THEME: Learning with Peers	
Collaborative Learning (CL)	Curriculum committee, Retention committee/task force, SoTL, Student affairs
Discussions with Diverse Others (DD)	Area studies, Cultural centers, Diversity office, Equity committee, International office/student services, Multicultural committee, Retention committee/task force, Student affairs, Study abroad programs/office
THEME: Experiences with Faculty	
Student-Faculty Interaction (SF)	Faculty senate, First-year experience, Retention committee/task force
Effective Teaching Practices (ET)	Center for teaching & learning, Dean of faculty, Faculty development, Promotion & tenure committee, Retention committee/task force
THEME: Campus Environment	
Quality of Interactions (QI)	Campus climate committee, Retention committee/task force, Student affairs
Supportive Environment (SE)	Retention committee/task force, Campus climate committee, Diversity office, First-year experience

Unit Groups Mapped to NSSE Items

- Academic advising, Academic success center, Academic support services, Learning support, Tutoring
- Academic affairs, Academic departments, Department chairs
- Activities advisors, Student activities, Student affairs
- Administrative offices, President's office, Provost's office
- Admissions, Enrollment management, Financial aid, Registration/registrar's office
- Alumni affairs
- Area studies, International office/student services, Study abroad programs/office
- Art museum, Fine & performing arts, Performing arts center
- Athletics, Campus climate committee, Commuter services, Greek life, Health services/center, Parking services, Recreational & fitness center, Residence life
- Career planning & services
- Center for teaching & learning, Instructional technology, Scholarship of teaching & learning (SoTL)
- Civic engagement, Community service, Service-learning office, Social justice studies, Town & gown committee

- 13. Counseling/counseling services
- Cultural centers (African American, women's, etc.),
 Disability services, Diversity office, Equity
 committee, GBLT office, Multicultural committee,
 Veterans services
- 15. Curriculum committee
- Dean of faculty, Faculty development, Faculty senate, Promotion & tenure committee
- First-year experience
- General education, Literacy committee
- 19. Graduate studies
- 20. Integrative learning, Interdisciplinary studies
- 21. Library
- 22. Political/social science studies
- 23. Quantitative literacy/reasoning
- Retention committee/task force
- 25. Undergraduate research
- Writing center/programs

to you done the following? NSSE Items Mapped to Unit Group 1 Question 1. During the current school year, about how often have you done the following? Prepared two or more drafts of a paper or assignment before turning it in Come to class without completing readings or assignments Asked another student to help you understand course material Explained course material to one or more students 1f Prepared for exams by discussing or working through course material with other students Worked with other students on course projects or assignments Question 3. During the current school year, about how often have you done the following? Talked about career plans with a faculty member Discussed your academic performance with a faculty member

14b Providing support to help students succeed action
14c Using learning support services (tutoring services, writing center, etc.)
14g Helping you manage your non-academic responsibilities (work, family, etc.)
14g Helping you manage your non-academic responsibilities (work, family, etc.)
14g Helping you manage your non-academic responsibilities (work, family, etc.)
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CHAT!

How to Engage Others



What have you done to engage others in results?

- Deans
- Departments/Programs
- Faculty
- Student affairs
- Students
- Boards

How to Engage Others: What Users Do

- Lunch & Learns
- Center for Teaching & Learning leads workshops based on discipline areas to facilitate conversations about results and combining with other teaching effectiveness, program level results
- 1:1 meetings, "NSSE Campus Tour" to departments
- Appoint NSSE Ambassadors in Colleges/Schools to facilitate data use, interpret results, promote survey admin
- Make data more accessible data bites, data visualization for all to see and use

How to Engage Others: What Users Do

Form a NSSE Data team/committee

 Mizzou's Vice Provost for Institutional Research, and the Vice Provost Undergraduate Studies, in partnership with the Interim Vice Chancellor for Student Affairs formed a committee to focus on boosting NSSE response rates as well as increasing uses of NSSE data

> Mizzou achieved a 44% response rate!

It Takes a Committee: Improving Mizzou's NSSE Response Rate

UNIVERSITY OF MISSOURI

The committee's **NSSE Campus** Tour revealed the close connection between the various groups university and the needs and activities of institutional research and assessment

University of Missouri

The University of Missouri resolved to use its NSSE results for strategic planning starting with the 2018-19 school year. To have more reliable data for planning and assessment, the university set the goal for its response rate at 30%-nearly double its previous response rate of 17%.

Mizzou's Vice Provost for Institutional Research, and the Vice Provost Undergraduate Studies, in partnership with the Interim Vice Chancellor for Student Affairs formed a committee to focus on boosting NSSE response rates as well as increasing uses of NSSE data. The committee membership represented the Division of Student Affairs; the Office of Diversity, Equity, and Inclusion; the Office of Institutional Research; the undergraduate deans; the Honors College; the Center for Academic Success and Excellence; and an assistant professor in the Department of Educational Leadership and Policy Analysis who uses NSSE data in his research and explained in depth how NSSE data could be used by the different campus areas.

The main areas of the university's strategic plan concerning the committee were those of students' success and experiences. While the committee did not have a specific question in approaching NSSE data, they resolved during the year to develop a full plan for the use of NSSE data.

the Mizzou community in a NSSE Campus Tour, meeting with advisors, undergraduate deans, social justice centers, and any other campus groups that regularly interact with students. The committee made presentations about the value of NSSE data, explaining how and why NSSE is important and how each group can use NSSE results. They also discussed methods to increase response rates of response to the survey.

The NSSE Committee carried its message across

These discussions revealed the close connection between the various groups across the university and the needs and activities of institutional research and assessment. This served to increase investment among the various representatives of these groups to more vigorously promote the survey to their students.

The Undergraduate Dean advocated using Canvas learning management system software this year. To advertise the survey, digital display screens across campus were used. Social media provided students easy access to Canvas. To boost the response rate still higher, students were offered attractive incentives-which had administration support because of the importance of NSSE in the strategic plan.

The incentives were a chance to win an Apple Watch Series 3, a \$1,000 gift card for an Apple Product, an MU parking pass, or a \$100 Mizzou Store gift card. These incentives certainly helped, but the buy-in from academic units helped even more. Fully 60% of the first-year students' survey responses came via Canvas (the university's learning management platform), a mode for responding that students likely considered trustworthy.

Mizzou's campaign resulted in a final response rate of 44%-surpassing the university's ambitious goal!

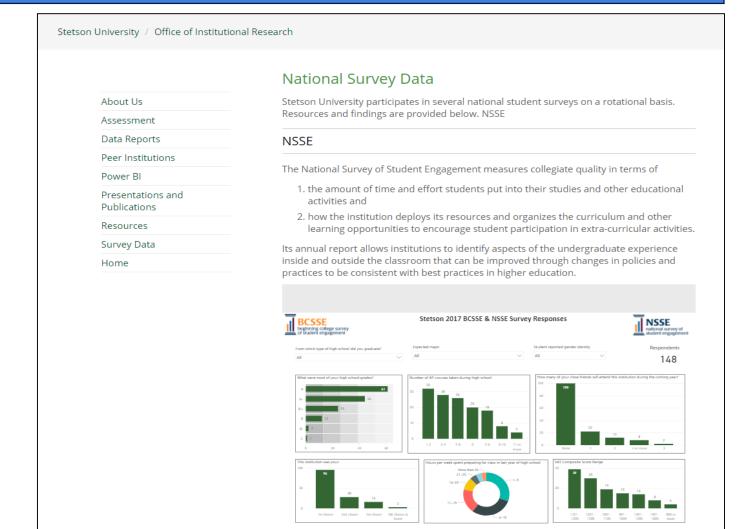
Looking ahead, the committee has noted that NSSE will be useful in continued implementation of the university's strategic plan. The committee intends to meet again in the fall, when they will share this year's NSSE results and develop methods to use them across campus. The work of the NSSE Committee at the University of Missouri demonstrates that campus partnerships are essential to the success of efforts to promote survey participation and to use survey results to improve undergraduate



Dashboards & Data Visualization

 2017 Stetson started developing Power BI dashboard to communicate and understand results

 Dashboard published to IR <u>website</u> for public access

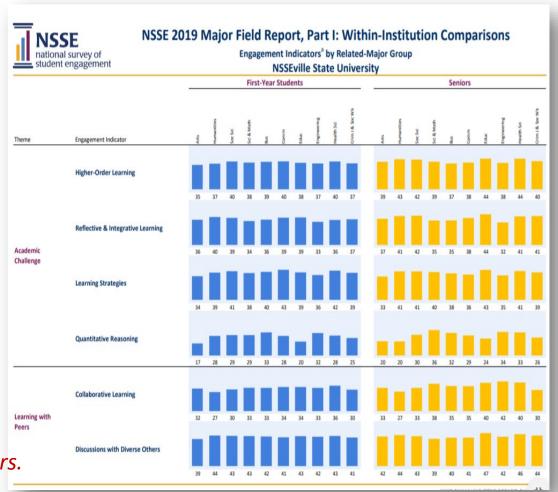


How to Engage Others: What Other Users Do

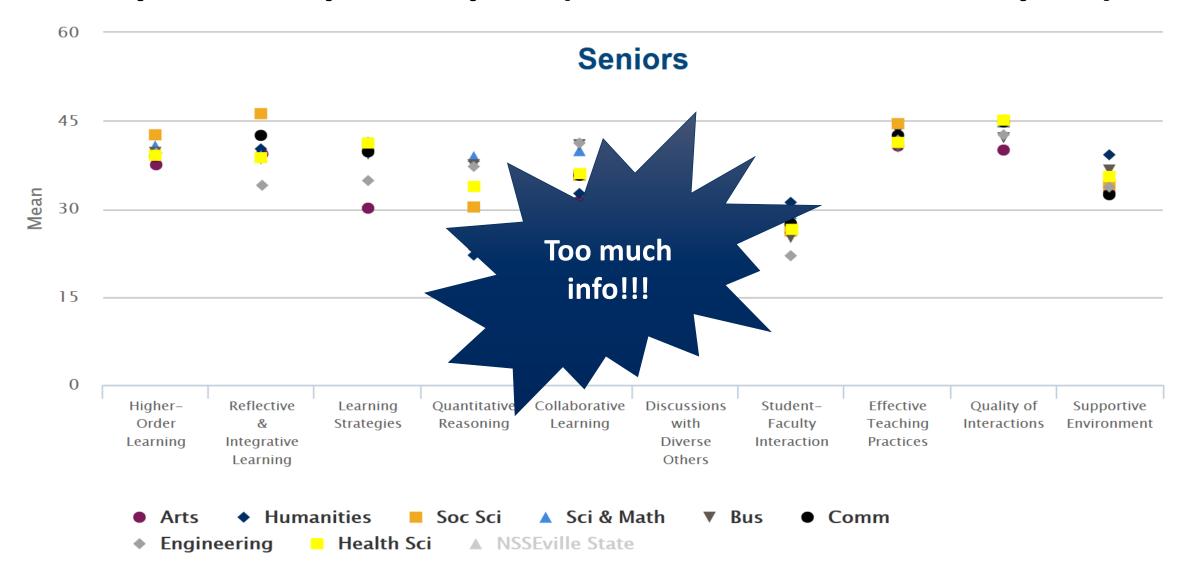
NSSE Major Field Report

- Results for up to 10 groups of related majors
 - Groups can be customized from 139 standard majors
- Two views provided
 - Comparisons within (group to group within inst.)
 - Comparisons between (each group, ours vs. peers)

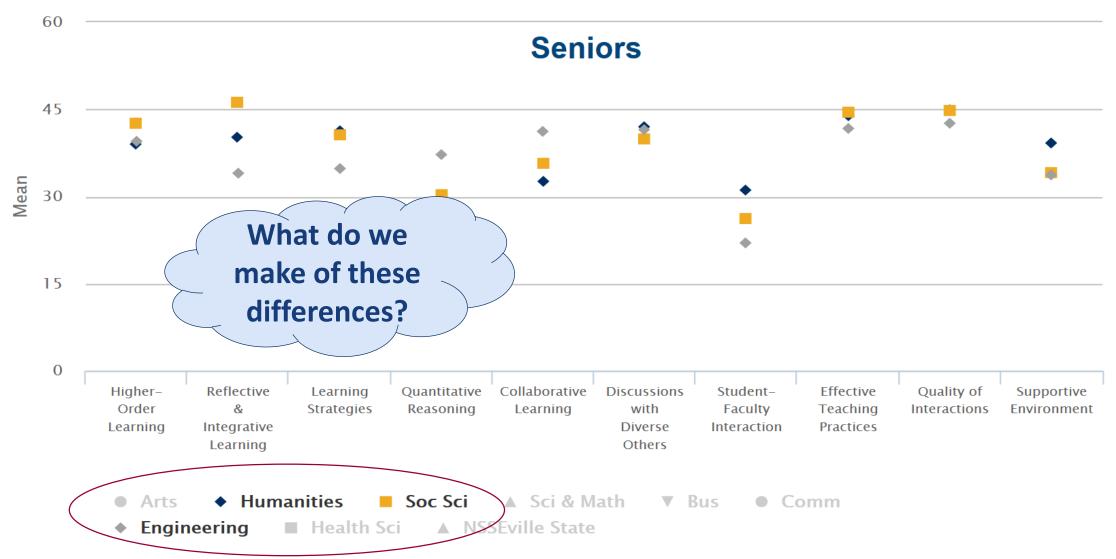
*While MFR seems most valuable for larger institutions, even smaller colleges can benefit by restricting comparisons to similar majors, or by creating a few meaningful groupings of related majors. Contact MSSE Project Services team to discuss your options.



NSSE Major Field Report Group to Group Example (Online Institutional Report)



NSSE Major Field Report Group to Group Example (Online Institutional Report)



Engaging Others: What Users Do

Student Comments Data

 The Beloit College Office of Institutional Research, Assessment, and Planning (IRAP) reviews their NSSE student comments for specific mentions of offices, services, and people

 Compliments about the quality of services, helpfulness of staff, encouragement of faculty are passed along to appropriate individuals

 By sharing positive and sometimes constructive feedback from the Student Comments report, IRAP generates goodwill about NSSE & Beloit's participation and values student voices in assessment "Please describe the most significant learning experience you have had so far at this institution"

Everyday in Society and Culture with [INSTRUCTOR NAME] I learn something new, and gain more respect for the professor with every interaction I have with her. She's changed my life.

Joining a Sustained Dialogue group

Working as a tutor at the campus writing center. Here I get to work with students of every background and identity, so I have learned a great deal in both social and learning service fields

Chickpeas are the same as garbanzo beans

Considering Your Questions

- Use of Major Field reports
- How to get faculty engaged in supporting NSSE administration and giving time in their classes for students to complete
- How to tie in BCSSE results
- Best practices on identifying units who could make use of data, on the student affairs side and on the academic affairs side. -Tips on how to talk about NSSE data in a way that feels meaningful and useful. A lot of the time this data seems very high-level and abstract, it's difficult for people to get a handle on how to use it, what types of data would be useful to crossreference with it, etc. I'd appreciate some tips on how to craft the "pitch"
- Will there be FSSE dashboards for the 2020 FSSE?
- How to package results for distribution to various groups?
 How to encourage faculty and staff to take a deep dive into the results prior to discussing them?
- How do you deal with limitations possibly posed by small sample size or under- or over- representation of respondents by key demographic characteristics?
- High-impact practices sharing

- If a department, for example the Honors College, requests a NSSE comparison report (honors/non-honors), how should weights be incorporated into the analysis?
- Communicating the research methodology to STEM faculty census style sampling with weighting v. Random sampling
- How to make use of data longitudinally
- In the past, what has been the most often mentioned pain point from others regarding results sharing?
- Does anyone have any infographic templates to share?
- Identifying key data points for stakeholders there's SO much information in the NSSE reports that it is difficult to summarize or to pull out items of particular importance. Would like advice on this and/or hear how other large institutions handle this.
- Simplifying things for busy admins; Figuring out who needs what data

NSSE is Entering its 3rd Decade!



New in 2020....

- Sense of belonging items added to survey
- Revised advising module
- Online learning consortium
- Lessons from the Field v. 5

20th Anniversary Activities....

- Listening tours to solicit input (NASPA, POD...)
- Interactive timeline
- Assessment Update (Sp2020) dedicated to NSSE
- Synthesis papers
- Workshop & input sessions at AIR Forum 2020

Thanks so much for joining us!

- @SamSilbSays
- @DajanaePalmer@Jillian_Kinzie

Blog: NSSEsightings.indiana.edu

@NSSEsurvey @NSSEinstitute