**How to Use SurveyMonkey.com to Assess Course SLOs, April 7, 2010**

In an effort to make SLO assessment “easy, useful, and accessible”, the Office of Instruction is offering ways to use technology for the task. One such way is the use of anonymous, online surveys for students to take at the completion of a class. Once the department has designed the survey, the minimum burden on instructors is to (1) tell their students to take a survey, and (2) provide the class with the survey URL and its pass code (if any).

Online SLO assessment surveys can be conducted with SurveyMonkey.com, as explained here. This requires an account with SurveyMonkey.com. Instructors can either (1) setup their own free accounts, or (2) use the account of the SLO Facilitator in the Office of Instruction (who for academic year ’09/’10 is Robert Burns, rburns@dvc.edu).

This document explains how to use either of these approaches – using a free SurveyMonkey.com account owned by the instructor, or using the account of the SLO Facilitator. In either case, there are basic informational requirements before proceeding. They are as follows:

- There need to be SLOs published for the course. To lookup the published SLOs for any course, use a URL like this: [www.dvc.edu/slos?ENGL-122](http://www.dvc.edu/slos?ENGL-122)

- Choose a student-by-student assessment method: (1) quiz questions to test for knowledge or understanding, (2) achievement rubric for self-evaluation of achievement level, or (3) Likert scale for self-evaluation of achievement level. For sample surveys for DVC courses, visit this URL: [www.dvc.edu/org/info/slos/assessment/samples.htm](http://www.dvc.edu/org/info/slos/assessment/samples.htm)

- If quiz questions are to be used, design the questions as multiple choice, fill in the blank, or essay – it is possible to include embedded images. Decide what score level would constitute achievement.

- If achievement rubrics are to be used, design the rubrics with levels A (highest), B, C, etc, stated in such a way that a student could compare themselves to each and accurately place themselves in a level. Also determine which levels (A only, A and B, etc) constitute achievement of the outcome – this part of the assessment is not shared with the student.

The directions for the students are the same, no matter which approach is chosen. Instructor tell their students three things:

1. where to find the survey: in most cases it’s something like [www.surveymonkey.com/s/XXXX](http://www.surveymonkey.com/s/XXXX)
2. the pass code (if there is one) for the class’ survey (a 4 digit number, explained below)

Instructors using their own free SurveyMonkey.com accounts would setup their own surveys, using the steps presented here. They would view their survey results at [www.surveymonkey.com](http://www.surveymonkey.com) and report the aggregate results (i.e., #of students achieving an outcome and #of students not) to the department chair. For instructors using the SLO Facilitator’s SurveyMonkey.com account, the SLO Facilitator would setup the survey and provide them and their department chair with a URL for accessing the class’ survey results. The department chair would aggregate the results. This is the approach that puts the least burden on the instructor, and may be most suitable for assessing courses taught by adjunct faculty.
How to Use an Instructor-owned, Free SurveyMonkey.com Account for DVC Course SLO Assessment

Here are the **four steps** for getting a free account, and some configuration conventions designed so that we use common practices across the college.

**STEP 1: Create an account with SurveyMonkey.com**

Go to [www.surveymonkey.com](http://www.surveymonkey.com). Click the “Join Now for Free!” button:

![SurveyMonkey Account Creation](image)

Then choose a username and password. Our convention is for the username to match your DVC email address, without the @ and the dot, like this:

![Username and Password Entry](image)

Uncheck the option to receive periodic email (unless you want more email) and click “Create a New Account”. That’s it – it’s as easy as that! Look for a confirmation email. After logging in for the first time, it’s a good idea to use these links on SurveyMonkey.com’s welcome page to view the video tutorials before proceeding:

![SurveyMonkey Tutorial Links](image)
STEP 2: Creating a Survey
Surveys can be created using any of the features of SurveyMonkey.com’s free account. But there are some conventions follow so that common practices are used across the college. These are explained here.

To start a survey, click “Create Survey”:

If you have already created a survey and you want to use it as a starting point for your new survey, skip to step 2b for those instructions. Otherwise, create your survey “from scratch”, per step 2a.

STEP 2a: Create a New Survey “From Scratch”
Until you build up a library of surveys, you’ll have to create new surveys “from scratch”. Make sure that the “Create a new survey from scratch” option is selected, and enter a title that by convention should include the section designation (e.g., Comsc 110 5050 for COMSC-110 section 5050, with separating spaces, without dashes, and with lowercase, except for the first letter). Then click “Create Survey”:

On the Edit Survey page, click “Edit Page”, and replace the text “Default Section” with something like this (depending on how many questions you have). Copy/paste/markup the following:

Just 3 questions -- please scroll to see and answer them all, then click Done at the bottom.

Leave the “Page Description (optional)” blank.

Then click “Survey Options” (along the left edge of the screen, and deselect “Use Page Numbering” and “Use Question Numbering”. Scroll down and select the option “Do not highlight required questions”.

Click “Save Changes” at the right edge of the page, and then “Edit Survey” at the left edge. Then click “Add Question Here” to add the first question:
Answer the prompt about what type of question you want – in most cases, including all self-assessments using either achievement rubrics or Likert scale, use “Multiple Choice (Only One Answer)”: 

![Select a Type of Question (Examples)](image)

Enter the text of the question. For self-assessments, use the published SLO outcome text. For example, from COMSC-110: find this at [www.dvc.edu/slos?COMSC-110](http://www.dvc.edu/slos?COMSC-110): “SLO#1. write programs that use constructs of sequence, selection (ifs), and iteration (loops).” Write the question as Can you, and paste the text of the SLO without its ending period: write programs that use constructs of sequence, selection (ifs), and iteration (loops), and end with a question mark, ?. Edit as necessary. The completed example would be like this:

<table>
<thead>
<tr>
<th>Question Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can you write programs that use constructs of sequence, selection (ifs), and iteration (loops)?</td>
</tr>
</tbody>
</table>

For quizzes, use any question type that you feel is appropriate. You’ll probably want to put a question sequence number at the front of the question text (because we deselected the “Use Question Numbering” option), like this:

<table>
<thead>
<tr>
<th>Question Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is 2 + 2?</td>
</tr>
</tbody>
</table>

If the question involves an image (e.g., a diagram, formula, painting, photo, etc), write it as 2 questions – the first with the question type “image”, and the next with the actual question referring to the image.

For answer choices, write all choices in the “Answer Choices (each choice on separate lines)” box, separating each by pressing ENTER. E.g., using the Likert scale, this would be:

<table>
<thead>
<tr>
<th>Answer Choices (each of)</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For any question, scroll down to select “Require Answer to Question (optional)”, then click “Save Changes”:

![Require Answer to Question (optional)](image)

Continue adding, editing, deleting, and moving questions to your survey until you are finished. You do not have to press a “save” button – everything is saved as you press the “Save Changes” buttons. To preview your survey, click the “Preview Survey” button, located in the upper right:
STEP 2b: Create a New Survey Based on an Existing Survey
Once you build up a library of surveys, it’s very easy to reuse one. For example, if you have a survey for this or a previous semester’s COMSC-110 section 5050, and you want to copy it for section 5078, just select the “Copy an existing survey” option and select that survey:

The default title will be something like this:

...so you’ll want to rename it like the following. Click “Create Survey”, and it’s done, unless you wish to edit any of the questions.

STEP 3: Launch a Survey
In order for students to take your survey, you need to let SurveyMonkey.com generate a URL for your survey. If you wish to register your survey so that it’s accessible from the www.dvc.edu/survey page, email the URL to the SLO Facilitator. Here’s how to generate a unique survey URL:

Start by locating an already-created survey – click “My Surveys”, and then find and click the survey title:

Clicking the title opens the survey for editing. Click “collect responses”, and then “Next Step”:

Accept all defaults as you follow above directions.
On the “collect responses” page you’ll see a URL that is unique to your survey, like this:

http://www.surveymonkey.com/s/8NYTZ5M

If you want to, you can distribute this URL to your students, or embed it as a link in one of your class web pages or your “bio page”.

It’s a good idea to assign a password for your survey. If you elect to not have your survey listed on www.dvc.edu/survey, a password may not be necessary – it’s your choice.

But if you do want a password, then think up a 4-digit number to use as your password (also called the “pass code”). Attach it to your survey by clicking “Change Restrictions” and complete the following form:

Click [Enable Password Protection] to reveal the form, type your 4-digit password, and copy/paste the following text into the text boxes:

Enter instructor-supplied pass code:
Submit pass code

This survey requires an instructor-supplied code.

The code entered was incorrect. Please try again, or check with your instructor.

Using 4 digits is just an easy convention. You can actually use whatever password you want, and you can even call it a password instead of a pass code, if you wish.

It is a good idea to use the [Set a Cutoff Date & Time] feature, so that survey results do not continue to be added after you collect and use the results.

Click “Save Restrictions” to save the form:

When you are ready for your survey to take place, usually during finals week or the week before, tell your students to go to the survey URL, or embed a link to that URL in your class home page.
STEP 4: View the Survey Results
Go to “My Surveys” and click the chart icon for one of your surveys. Then you can see bar charts and other representations of your survey results. Based on the results, determine the number of students who achieved each assessed outcome, and the number who did not, and provide those numbers to your department chair.

For example, a department may have decided that answering either of the first two choices in the following achievement rubric constitutes achievement of the outcome. In the chart below, that’s 4 who achieved and 5 who did not. This would get reported as 4 yes’ and 5 no’s for this outcome.

<table>
<thead>
<tr>
<th>5. Do you know that there are “status” and “action” reports available on the DVC website for each division and department to see where stand on their Title 5 rewrites and their SLO assessments for the current academic year?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Response</strong>&lt;br&gt;<strong>Percent</strong>&lt;br&gt;<strong>Response Count</strong></td>
</tr>
<tr>
<td>Yes, and I know where they are, and I even know the difference between a “status” report and an “action” report.</td>
</tr>
<tr>
<td>Yes, and I know where they are, but I don’t know the difference between a “status” report and an “action” report.</td>
</tr>
<tr>
<td>Yes, I’ve seen where these reports are on the DVC website, but I’ve not yet looked at one.</td>
</tr>
<tr>
<td>Yes, but I’d like to ask Robert where they are.</td>
</tr>
<tr>
<td>Wow – I didn’t know we had that, but now that I do, I’ll look for it.</td>
</tr>
<tr>
<td>I’m not sure that my division or department could make any use of reports like these.</td>
</tr>
</tbody>
</table>

Note that in the case of quiz-based surveys, it’s possible to have more than one question assessing a single SLO. There are options in SurveyMonkey.com to review individual responses to aid in the assessment of whether or not a survey respondent achieved the outcome being assessed. Surveys can have as many as 10 questions – the limit for free accounts.

How to Use the SLO Facilitator’s Account for DVC Course SLO Assessment
This option is really easy. Email (or otherwise communicate) your questions and possible answer choices to the SLO Facilitator. Identify the course designation (like COMSC-110) and the section number. Include the pass code (or password) you wish to use. When your survey is ready, the SLO Facilitator will send you the URL.

The SLO Facilitator will also send you a coded URL for view your survey results – the same as you would see if you got to step 4 above with your own SurveyMonkey.com account.

If you decide to start by using the SLO Facilitator’s account, but wish to switch to your own account in the future, your surveys can be transferred by the SLO Facilitator to your own account, upon request to do so.