



College of
the Mainland®
INSTITUTIONAL
RESEARCH

SENSE is coming!



SENSE – Survey of Entering Student Engagement. From the Center for Community College Student Engagement. College of the Mainland administers the *SENSE* in the Fall term of even years. That means Fall 2016!

Administration of *SENSE* and other campus wide surveys is coordinated by the Office of Institutional Research (IR). IR appreciates your cooperation and assistance in making

this survey a success. If you are interested in assisting with in-class survey administration please contact Cheryl Young (cyoung1@com.edu or x8232). IR will conduct survey administration training in groups (with refreshments), but can also meet with you individually if you are not able to attend a group training session.

The *SENSE* is administered early in the Fall term to evaluate the early experiences of students with the college. By focusing on students' early experiences with different academic and student services the goal is to find ways COM can improve institutional practices that impact those experiences as well as to monitor improvement over time. The *SENSE* primarily focuses on students' initial experiences with admissions, registration, testing and placement, orientation, and financial aid.

SENSE is administered to a random sampling of Developmental classes, first college-level Math and English classes, and student success classes. *SENSE* administration takes about 50 minutes.

COM receives an institutional report and key findings the Spring following administration. The report also includes comparisons with similar institutions as well as national norms, providing a benchmark of comparison.

What IR Can Do For You

ENGAGING IN EFFECTIVE PLANNING

As a new academic year begins it is vital to have a well thought out plan for the direction of all units, departments, or divisions. In creating an effective plan think about how the plan will move the unit forward as well as support the overarching mission and goals of COM. An effective plan should focus on important unit **Goals** that support the goals and vision of the department or division, specific **Objectives** that support those **Goals**, and concrete **Tasks** that will help accomplish both. Thinking beyond meeting the thresholds of standard operations – consider how the unit can stretch itself to grow and meet new levels of achievement.

While formulating these **Goals** and **Objectives**, it is important to consider what the end result will be. What will indicate success? What kind of data would support reporting that success and how will it be tracked? As the year progresses how can progress towards goals be assessed – are you on track to achieve your goals or do adjustments need to be made?

Would you like some assistance in creating your unit plan and setting appropriate **Goals**, **Objectives**, and **Tasks**? IR would be happy to consult with your department as well as show your team how to effectively utilize Strategic Planning Online (SPOL).

Remember - when planning be **SMART!**

S - Specific
M - Measurable
A - Actionable
R - Realistic
T - Timebound

Did You Know?

In Spring 2016 IR conducted a free pilot of *CoursEva*[™] as a potential new tool for course evaluations. The pilot was conducted on a portion of courses being evaluated and was extremely successful, with more than 20% higher response rate than the courses evaluated with the old system and positive feedback from students and instructors. Over the Summer terms IR implemented a full pilot on all courses with continuing gains in response rate.

Beginning Fall 2016 IR will officially convert all course evaluation processes to the *CoursEva*[™] system. IR staff are excited about the improvements this system will offer for everyone involved in the process in terms of ease of access, usability, and speed.

Students receive direct emails when course evaluations are available to complete with clickable links directly to the system. Additionally, students are sent automatic reminders about evaluations not completed before the evaluations close. Technologically agnostic and integrated into Blackboard, *CoursEva*[™] is accessible from any smart-phone, tablet, computer and has no browser restrictions.



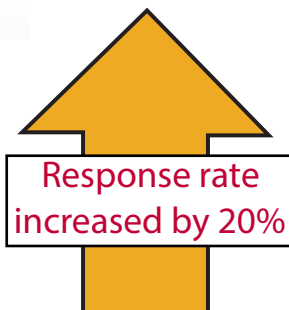
Faculty will also benefit from this new system. Faculty will receive email notifications when their class evaluations are available and can see their response rates in real time. Two days after grades have been posted faculty will be able to log into the system and see reports with the results of their evaluations. Reports are only made available if at least five students have completed the course evaluation. Self-created reports are also possible as well as longitudinal comparisons.

Other features IR will be implementing over time include: department, course, class, or faculty specific questions, clinical rotation evaluations, as well as other types of evaluations.

Have any questions or want one-on-one or small group training on how to utilize *CoursEva*[™] for your needs? Feel free to contact IR and we will be happy to assist you!

0 days

turnaround for reports after grades are in. Reports are automatically available via *CoursEva*[™].



92%

of survey respondents Agreed or Strongly Agreed that *CoursEva*[™] was easy to use

89%

of survey respondents Agreed or Strongly Agreed they would be more likely to complete their evaluations with *CoursEva*[™]

Achieving the Dream



Achieving the Dream (ATD) is a national initiative that focuses on evidence-based institutional improvement of community colleges. COM became a part of the ATD initiative in 2006 and was designated a Leader College in 2011. The focus of ATD is student success and completion, with special dedication to disadvantaged populations. One valuable resource of ATD is annual visits from ATD Coaches – higher education experts who serve as special consultants, examine our processes and results, and offer advice based on their expertise and observation of other community colleges. COM's ATD coaches will be making a site visit October 5th - 6th.

College of the Mainland is proud to be an equal opportunity employer. We are committed to providing equal employment opportunities to all persons without regard to race, color, religious creed, national origin, ancestry, citizenship status, sex, age, veteran status, marital status or physical challenges. Furthermore, we do not tolerate any form of discrimination or harassment of our employees by co-workers, supervisors, customers or vendors. This commitment extends to our policies and practices on recruiting, advertising, hiring, placement, promotion, training, transfer, wages, benefits, termination and all other privileges, terms and conditions of employment.