

Graduating Student Survey Revision: A Student Effort

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I. Objectives

- Condense and improve the Graduating Student Survey (GSS).
- Refocus the survey on the University’s mission (learn, lead, build).
- Make survey results more meaningful and accessible to campus stakeholders.

Why do we need to change?

- Modifications over time have made the survey unwieldy.
- Results are difficult to share and analyze.
- Results are underused.
- Involve student research to promote the use of data in supporting our institutional mission: learn, lead and build.

II. Approach

- Conduct information review for finding ways to improve this survey.
- Collect feedback from data consumers with respect to the survey quality and purpose.
- Create and conduct a pilot survey based on these findings.
- Evaluate the results of the pilot survey by employing exploratory and confirmatory factors analysis, and reliability analysis.
- Improve the accessibility of survey results by visualizing data in Tableau.

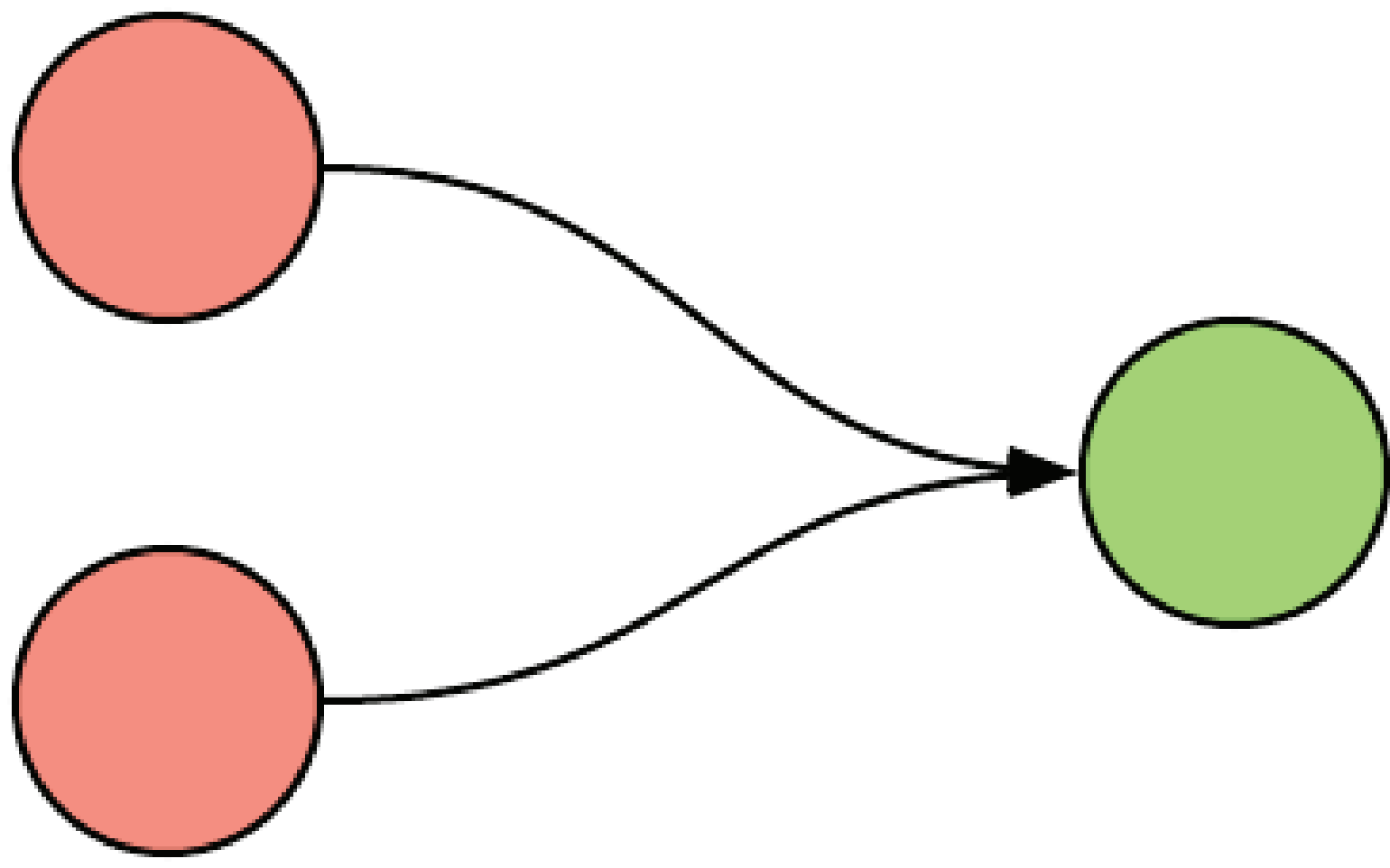
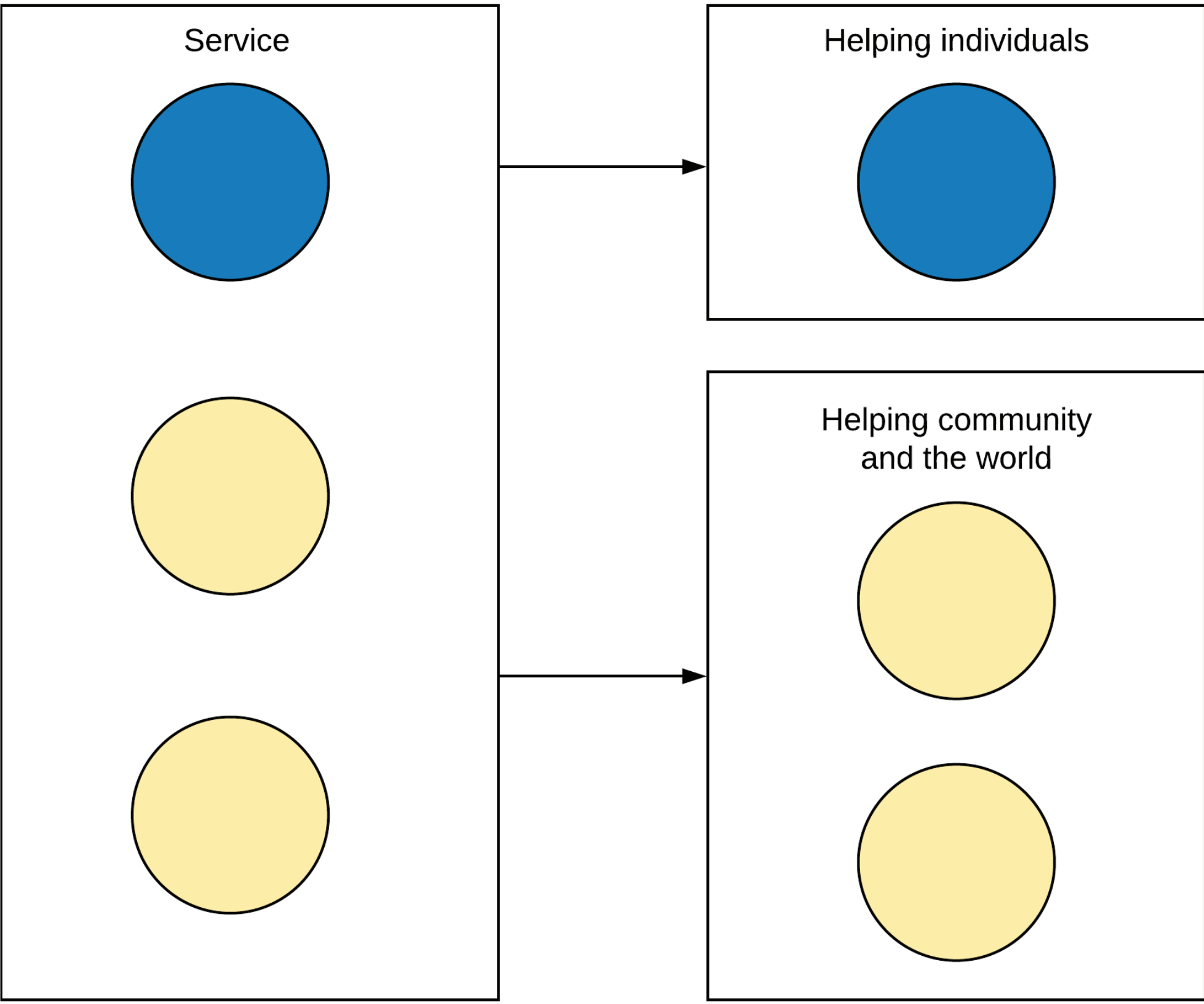
BYU–Hawaii Mission Statement

The mission of Brigham Young University–Hawaii is to integrate both spiritual and secular learning and to prepare students with character and integrity who can provide leadership in their families, their communities, their chosen fields, and in building the kingdom of God.

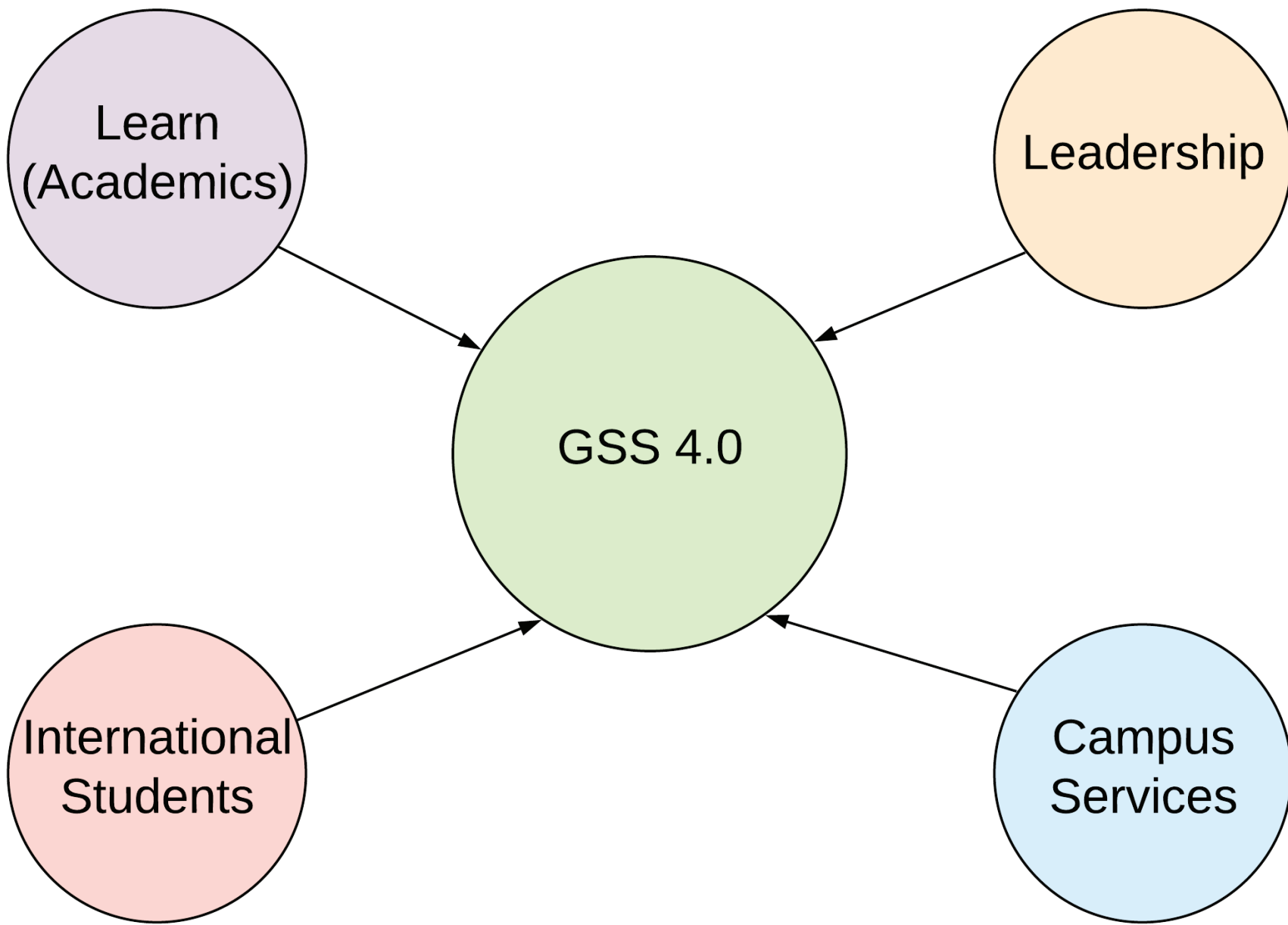
III. Results

A. What we learned from the pilot survey

- i. Including self-assessed proficiency questions increased explained variance.
Applying the When started – Now format in designing questions generated more latent variables to account for higher variance.
- ii. Question groupings should be recategorized
Graduates perceived questions about Service as questions distinctly about Helping Individuals and Helping Communities and the World
- iii. Questions can be simplified
Results of exploratory factor analysis showed that we can simplify six general questions about overall satisfaction at BYUH down to just two: Will you recommend this university to your friends? Why?

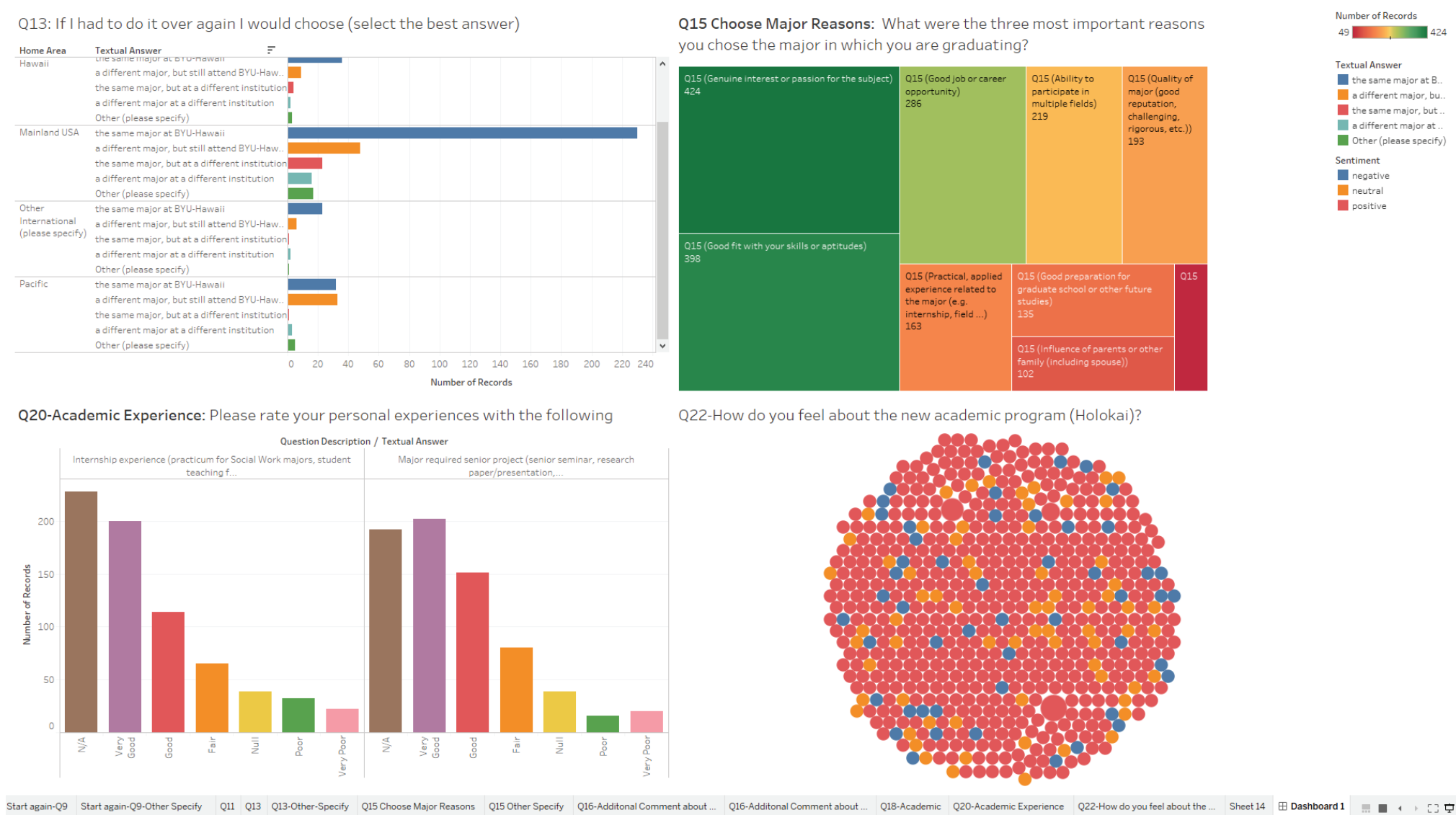


- iv. Most questions about satisfaction with University services can be removed



B. How we are implementing what we learned

- i. Fewer questions
In the new survey version (GSS 4.0) the number of questions will be reduced from 236 to 55.
- ii. Topics more balanced and focused on University mission
- iii. Data sharing via Tableau
Survey results will be available to campus stakeholders immediately through dashboards in Tableau.



IV. Next Steps

- a. Encourage Point-of-Service Evaluation
Invite departments to conduct customer service surveys themselves at the point of service. Results will be available instantly for timely follow-up.
- b. Train deans and faculty leads to use GSS results.
- c. Use GSS results to inform institutional efforts on retention and persistence.

