

Taking our Own Medicine

Kathy Davis, Gillian Butler
University of California, Davis
CAIR Conference
November 1 – 3, 2006
Pasadena, CA

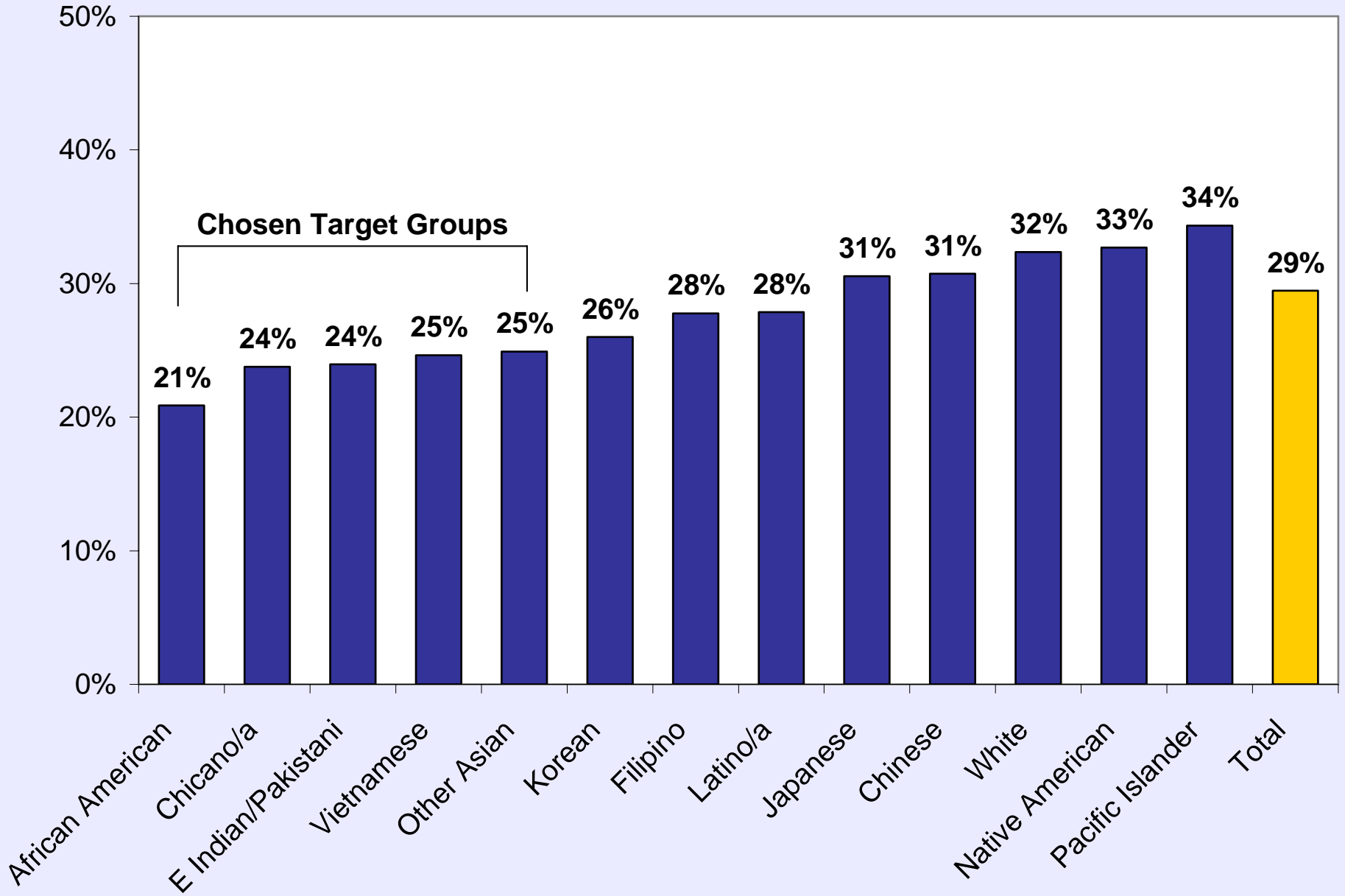




UCUES 2006 (University of California Undergraduate Experience Survey)

- UC-wide survey of all undergraduates
- Results used in program review, evaluation of student services, and other SA areas of interest or concern
- Special interest at UC Davis in campus climate and police-student interactions
- Desired a large, representative response

2004 UCUES Response Rates by Ethnicity



Our QuickSurvey Tool on MyUCDavis Portal

MyUCDavis - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail

Address https://my.ucdavis.edu/main_frame.cfm Go Links

UCD Home Page • MyUCDavis Help • Contact Us • Logout

MyUCDAVIS

Alerts: 1
Email

Good Morning, Gillian
Today is Monday, October 23, 2006

Search: in Google Go

My Pages My Tools My Office My Money UCD Resources My Options

Main

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Quick Survey

During spring quarter, every UCD undergrad will receive the UC Undergraduate Experience Survey (UCUES). UCUES addresses a wide range of student activities and experiences. Responses will be used by campus decision-makers to evaluate programs and policies that affect undergrads. UCUES takes about 30 minutes on-line and respondents are eligible for cash prizes. Participation is voluntary and responses are confidential. How likely are you to respond to UCUES this spring?

I will probably complete UCUES.

I will probably NOT complete UCUES.

I don't know yet whether I will complete UCUES.

Submit

MyUCDavis News

Looking for a sporting event? Check out the "Campus Calendars" channel for a link to the Intercollegiate Athletics calendar. [Hide Tips](#) | [Show All Tips](#)

Announcements . . .

- [Email Navigation Improved - 3/26](#)
- [Access the Email Web Site from MyUCDavis](#)
- [New PPS DS Form for Staff Performance Evaluations](#)
- [New Settings Menu Items in My Options](#)
- [Updated Facilities Online Work Order System Available](#)

My Campus Messages

Date	Message Title
<input type="checkbox"/> 9-07-04	New! Online Password Reset

• [Delete Messages](#) • [Forward Messages to Email](#)

Campus Calendars

Academic Calendars

- [Academic Calendar](#)
- [College of Engineering](#)
- [College of Letters & Science](#)
- [Final Exam Schedule](#)
- [Law School](#)
- [Commencement Dates](#)
- [Graduate Studies Calendar](#)
- [Campus Technology](#)

Activities & Events

- [Campus Events Calendar](#)
- [Events & Holidays Calendar](#)
- [Instruction-Related Events](#)
- [Davis Humanities Institute](#)
- [Campus Recreation Programs](#)
- [Dateline Calendar](#)
- [Intercollegiate Athletics](#)
- [Campus Cinema Schedule](#)
- [Mondavi Center](#)
- [Theatre and Dance Dept.](#)
- [Department of Music](#)
- [Intramural Sports](#)

• [More Campus Calendars...](#)

Davis Movie Listings

Holiday Cinema: 101 F Street [show times](#)

We're sorry. Movie listings are temporarily unavailable.

Stadium 5 Cinema: 420 G Street [show times](#)

Done Internet

Part 1. Four QuickSurveys

- Preferred Incentives
- Information Sources
- Projected UCUES Participation
(Pre-Survey)
- Retrospective UCUES Participation
(Post-Survey)



UCUES Incentives

- \$2500-\$3000 available for use as survey incentive
- Anticipate 30% response rate, about 7000 students
- Seek attractive incentive strategy, especially for target group

Preferred Incentives QuickSurvey

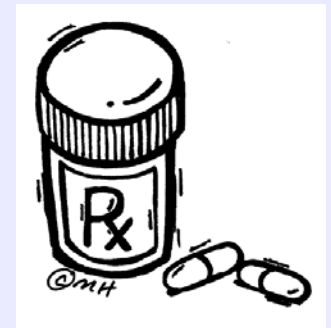
Quick Survey

Which of the following survey incentive programs do you most prefer? (Choose one.)

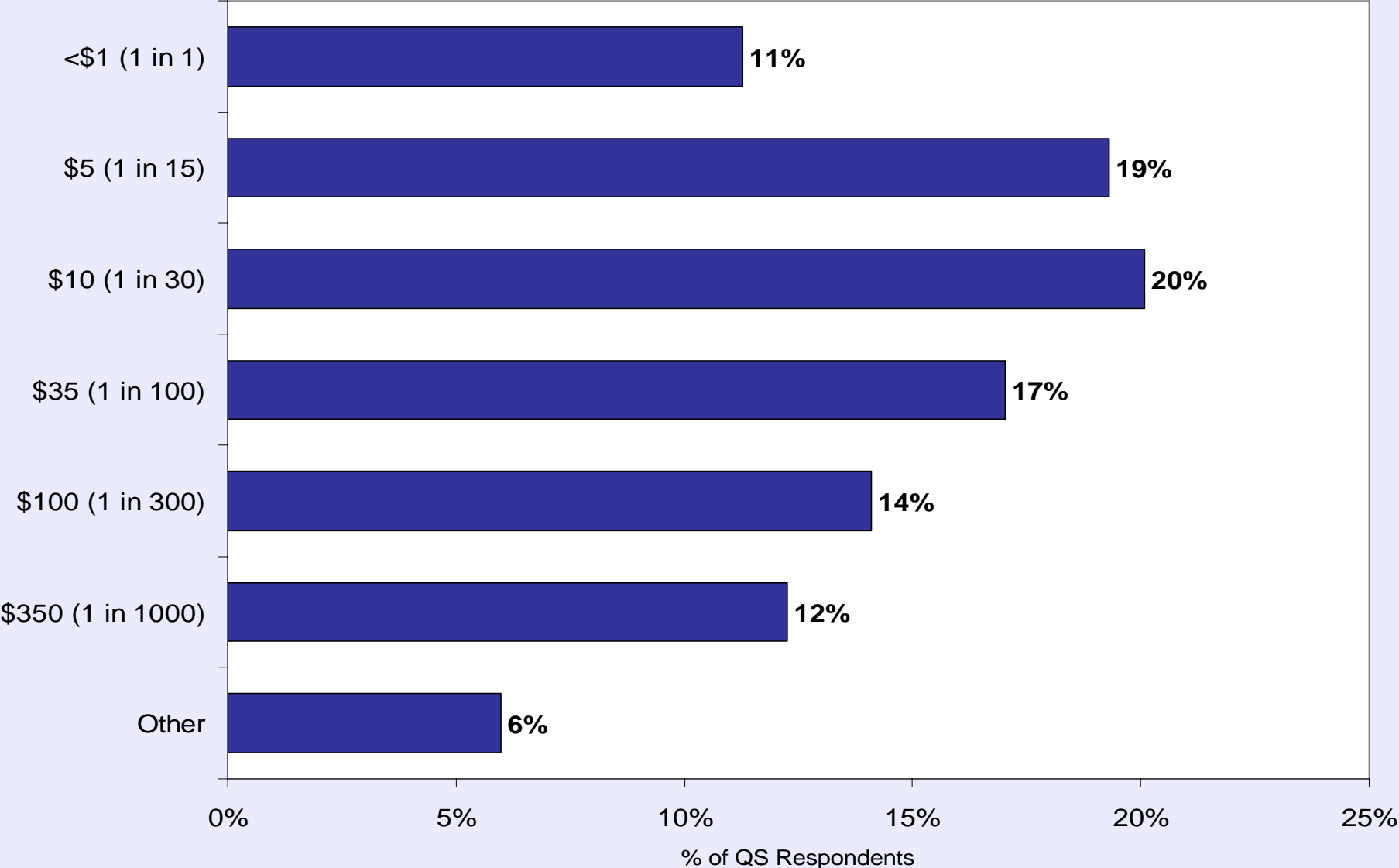
- Every participant receives a token gift, worth less than \$1.
- About 1 in 15 participants wins a \$5 gift.
- About 1 in 30 participants wins a \$10 gift.
- About 1 in 100 participants wins a \$35 gift.
- About 1 in 300 participants wins a \$100 gift.
- About 1 in 1000 participants wins a \$350 gift.
- Other

[Privacy](#)

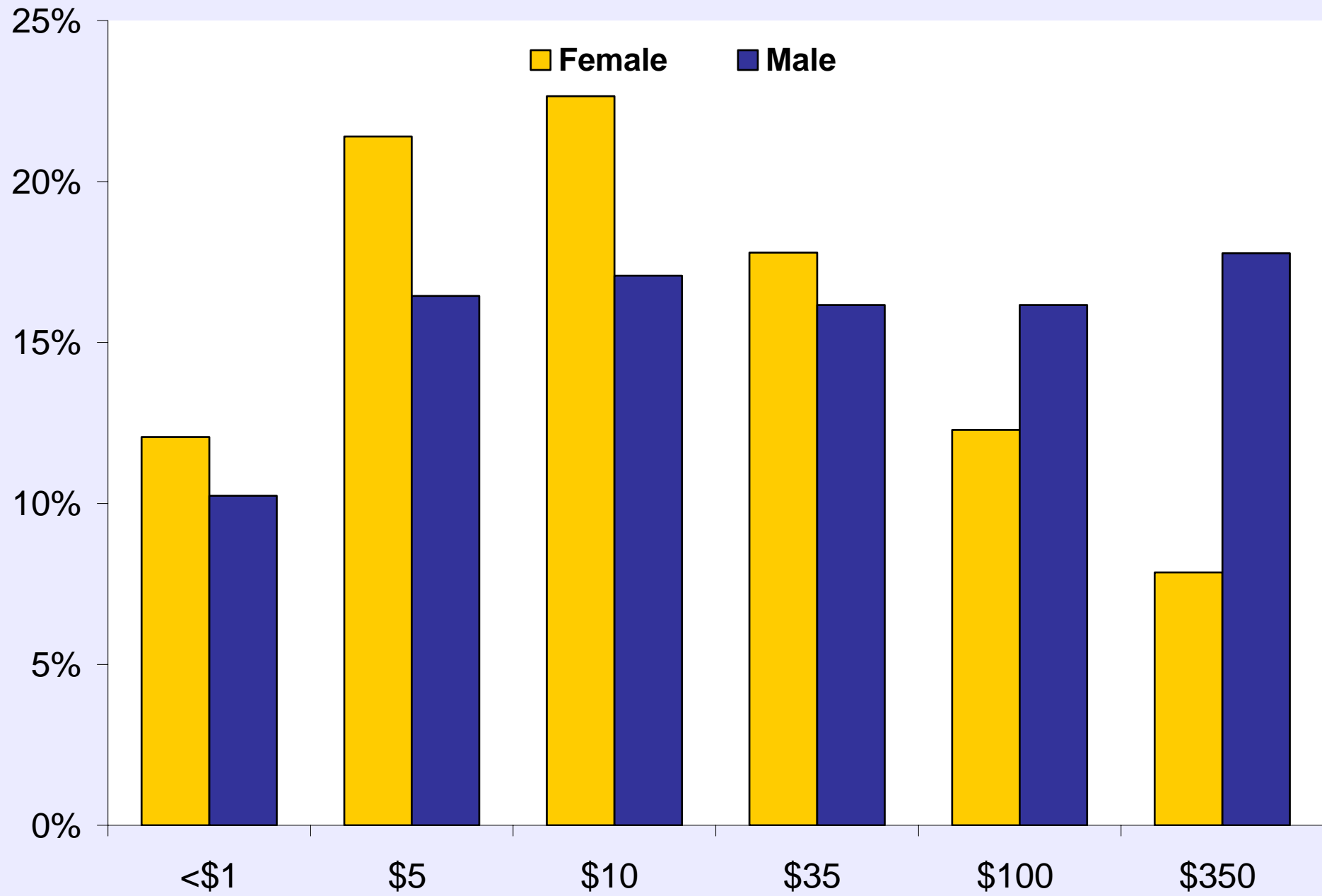
- N = 3315
- 15% of enrolled undergraduates



QS Results: Preferred Incentives

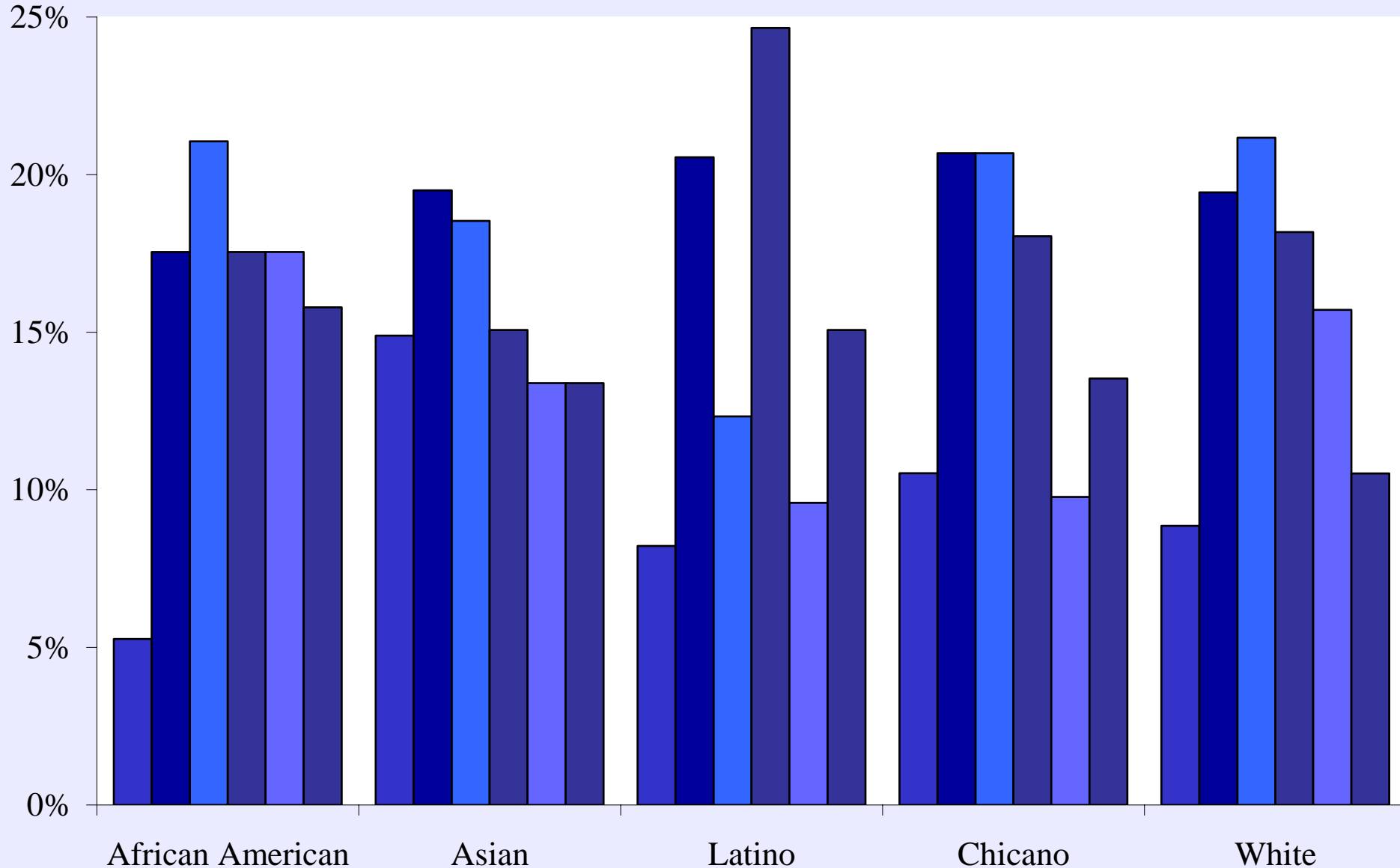


Preferred Incentives by Gender

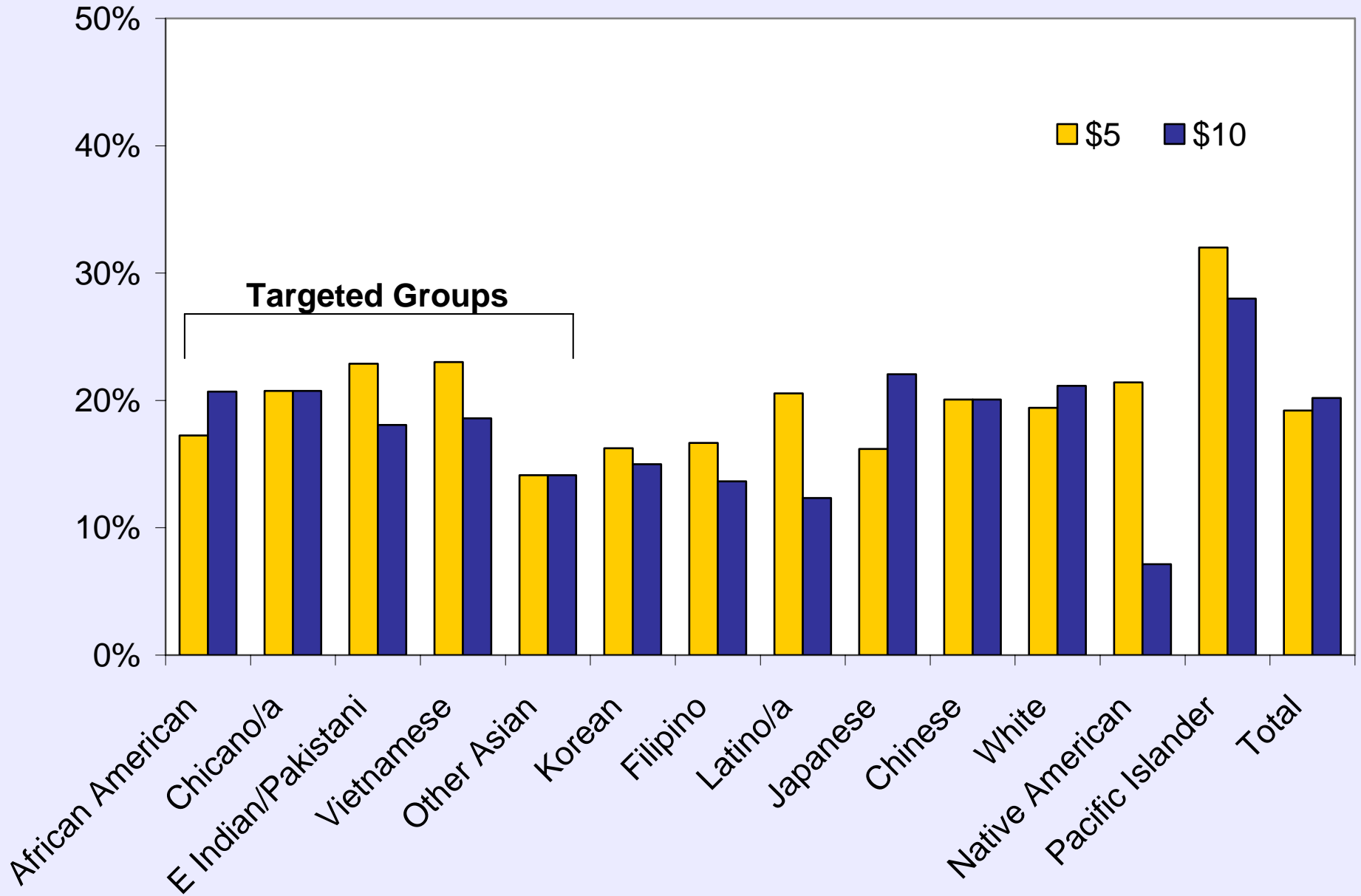


Preferred Incentive by Ethnic Category

<\$1 \$5 \$10 \$35 \$100 \$350

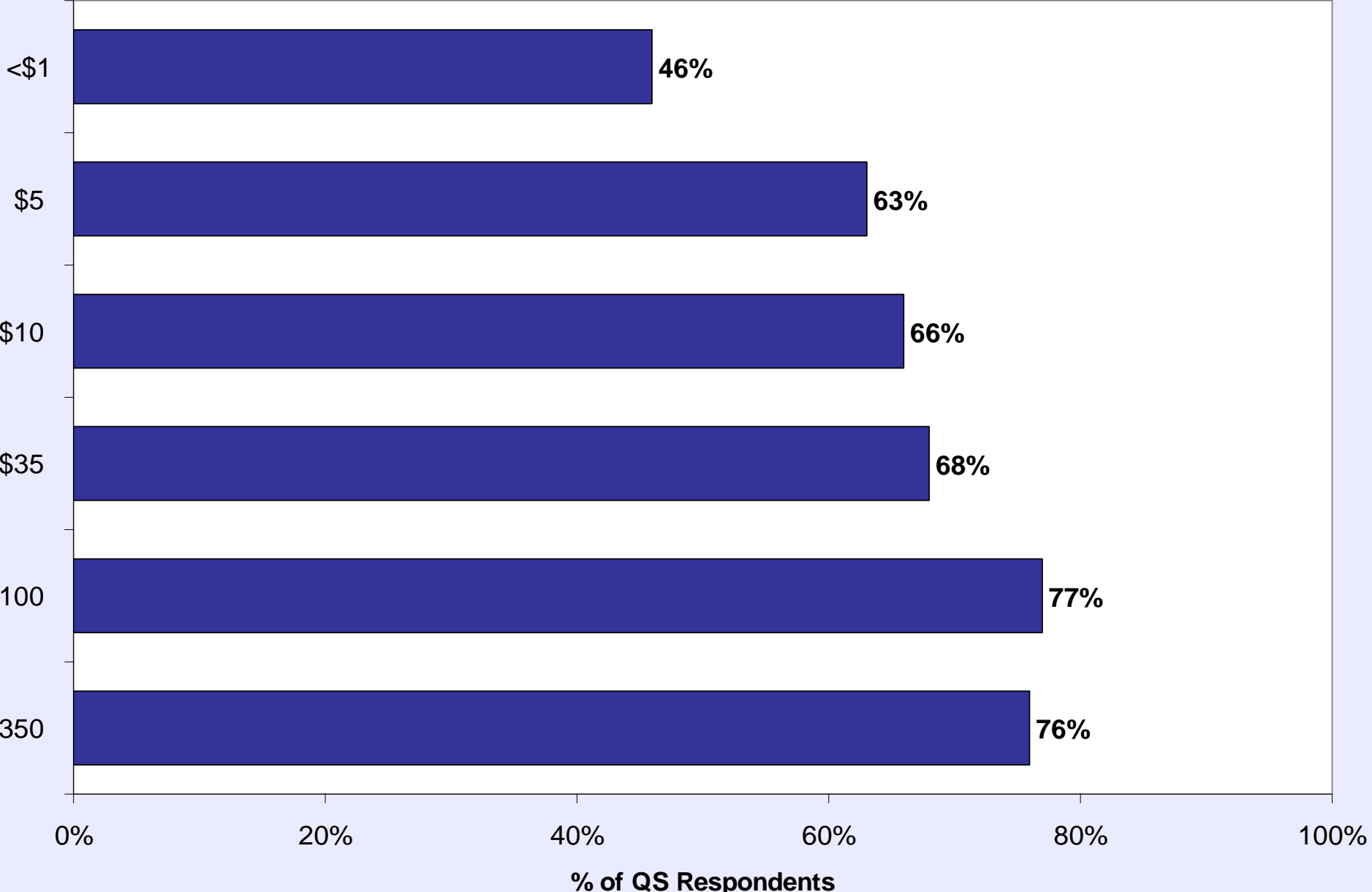


Preference for \$5 vs. \$10 by Ethnicity



\$\$\$ Cash is King \$\$\$

Preference for Cash by Value of Prize



UCDavis UCUES Incentive Strategy

- 20 \$5 CASH prizes awarded daily, for a total of 520 \$5 prizes (\$2600)
- 3 \$100 CASH prizes awarded at close of survey
- 1 Kaplan Test Prep Course (donated)

UNDERGRADUATE EXPERIENCE SURVEY



it

TELL US ABOUT LIFE AND WIN CASH PRIZES

the UC Undergraduate Experience Survey beginning today, May 1, 2009.

Make a difference, and get a chance to win cash!

Tell us how you and life look for your official survey. Go directly to:

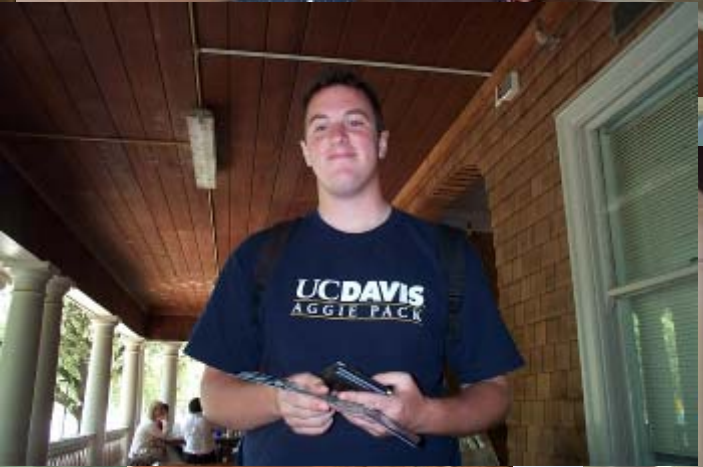
ucop.edu/california.edu/ucses

It's easy. It takes less than half an hour.



Immediate Consequences

- Over 300 happy students
- Students generally surprised to receive cash
- Almost 200 no-show winners
- About \$1000 returned to account



Information Sources QuickSurvey

- N = 2585
- 12% enrolled undergraduates



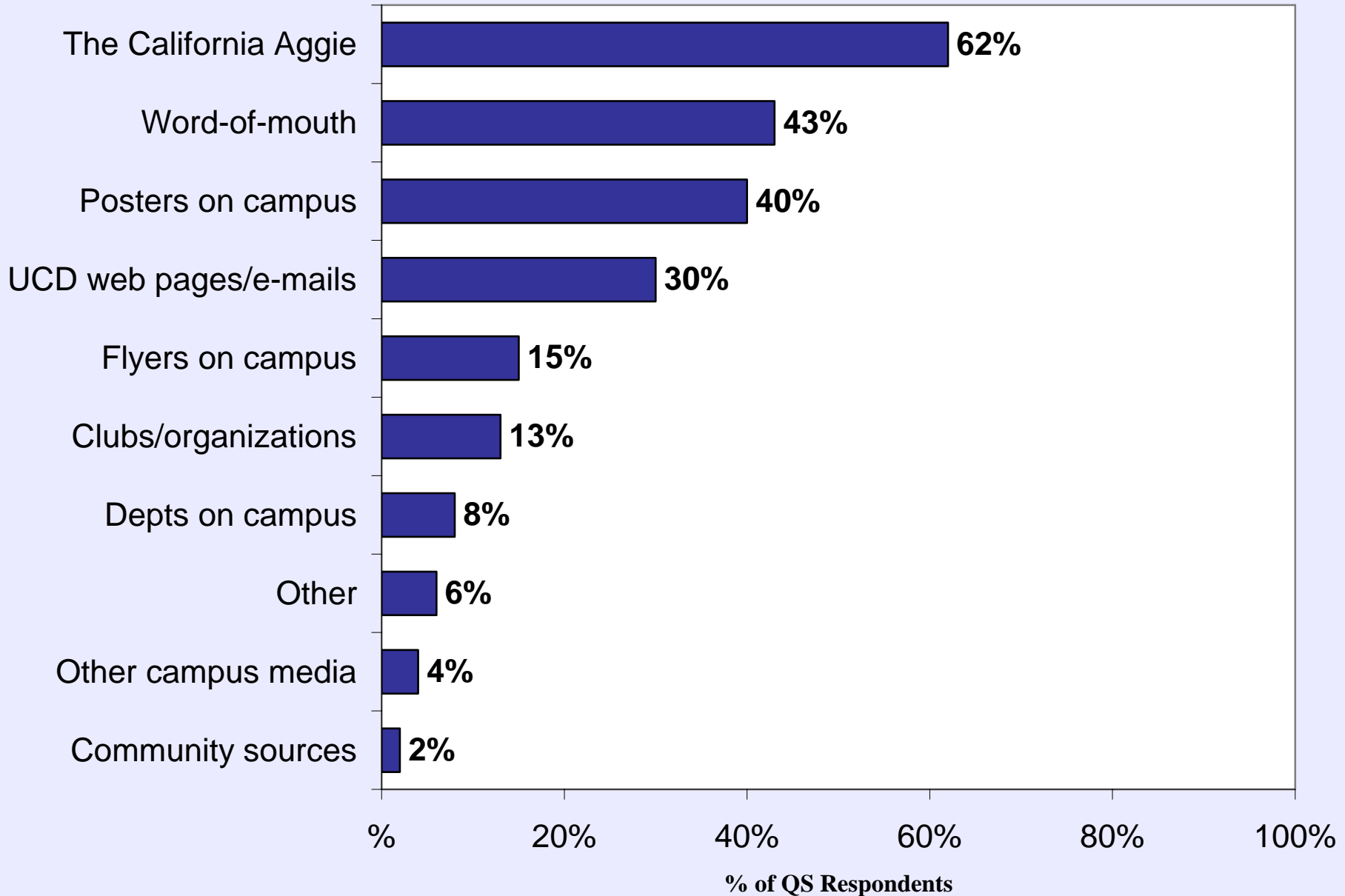
Quick Survey

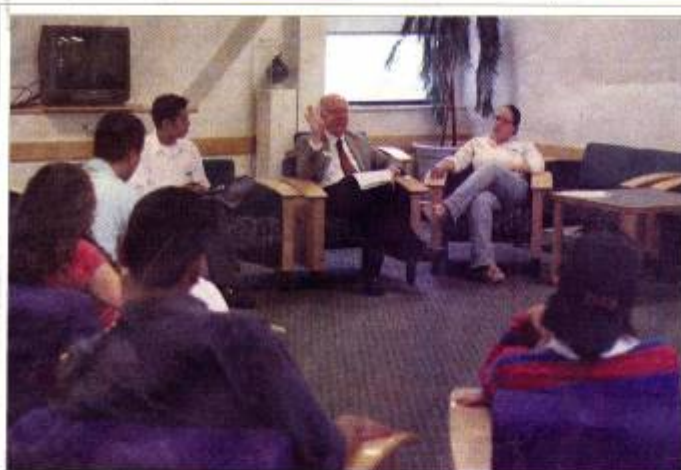
From which of the following do you most often learn about OFFICIAL campus events and programs? Check all that apply.

- General UCD web pages and electronic communications
- The California Aggie
- Other campus media (student publications, campus radio, ResNet, etc.)
- Posters or signs displayed on campus
- Flyers or brochures available on campus
- Campus departments or program offices
- Student clubs or organizations
- Community sources
- Word-of-Mouth
- Other

[Privacy](#)

Information Sources QuickSurvey





Students pose questions to the chancellor

Chancellor Larry Vanderhoof sat with students Monday afternoon in a lounge in the Memorial Union to answer questions they posted for him online at DorisPitts.org and HeadTalk.com.

Questions ranged from graduation rates of underrepresented communities, to what he thought of "Why do I sleep so late?" Students also brought up the issue of People for the Ethical Treatment of Animals, asking Vanderhoof to have the 4th world headquarters for animal experimentation.

"We do use these animals on this campus that any other campus. Given the larger amount of animals, we have done a good job," Vanderhoof said.

Another question related to the university's stance on carrying military weapons on campus. Responding military recruitment carousels does not go without consequences, Vanderhoof said. The 1995 Solomon Amendment requires military recruits access to school resources or risk losing federal funding.

"We tend to take a liberal and the stance was broad," Vanderhoof said. He said he is a federal judge and is asking a lot of his own staff, and Rob Roy, a senior and former ASUCD student.

On the topic of "Who do I sleep so late?" Vanderhoof explained that he makes an effort to reach out to students as much as he can, as exemplified by the events. However, the one

of the characters is more focused in the informal settings of the university, he said.

Buckley proposed that the chancellor start an official Facebook account to have a chance to interact with students. Some students already created a fake Facebook account to be chancellor to encourage him to get the community.

"I was kind of surprised that it wasn't real," said first year student Brett Scott.

Vanderhoof said he was open to the idea. "Well, maybe I'd have to take a look," replied Vanderhoof with a chuckle.

—Staff and photo by Don Lin

Student assistants to the chancellor announced

Hayley Steffen, Alfredo Arredondo accept positions for upcoming year

By MARION EVERIDGE
Aggie News Writer

Bridging the gap between students and faculty, Junior Hayley Steffen and sophomore Alfredo Arredondo accepted the position of student assistants to the chancellor for 2006-2007. Together they will assist students with concerns and advise the administration on student life and issues.



Hayley Steffen letter



Alfredo Arredondo caption

I feel that there is a real disconnect between the students and faculty," Steffen said. "I really want to work together with both of them to find an answer, and to be a bridge between the students."

Steffen and Arredondo will be replacing current student assistants to the chancellor Eric Zarnon and Angelina Molinaro.

"I think both Hayley and Alfredo are very strong candidates," Zarnon said. "They both have a really good dynamic and their different backgrounds will definitely complement each other in this position."

Graduating in 2007 with a major in sociology and a minor in education and art and administration, Steffen is interested in the position because "I've really enjoyed my time on campus, yet

See ASSISTANTS, page 5

Roving Reporter

By Kelli Senkevich
Aggie News Writer

Chancellor Larry Vanderhoof met with students Monday afternoon in a lounge in the Memorial Union to answer questions they posted for him online at DorisPitts.org and HeadTalk.com.



Hayley Steffen, junior UC Davis student, wearing a red hat and a sign that says 'I'm a student'.



Hayley Steffen, junior UC Davis student, wearing a sign that says 'I'm a student'.



Hayley Steffen, junior UC Davis student, wearing a sign that says 'I'm a student'.

Systemwide survey asks for student guidance in future UC decisions

By KELLI SENKEVICH
Aggie News Writer

During the month of May, UC Davis students can make an impact on systemwide and campus decisions with the click of a mouse.

The University of California Undergraduate Experience Survey is a UC-wide initiative created to sample students' thoughts on a number of different topics from academics to campus and community climate. The survey also aims to understand what the undergraduate experience at a research university is like in the

21st century.

At UC Davis, survey results will be especially beneficial to the Academic Senate and Office of Student Affairs.

Ellie Lopez, director of Student Affairs Research and Information, said the Academic Senate will use the results for its department reviews. Students will be asked questions pertaining to their major such as their level of satisfaction with services and faculty.

One specific question will ask students how many letters of recommendation they think they can obtain from professors in their major.

"If seniors say they feel they can get only one letter of recommendation, that's an issue for the department to address," Lopez said.

Lopez said the Office of Student Affairs would like to gauge student opinions about student services and programs such as athletics and retention programs and eventually improve them based on the results.

"This survey is going to be used on both forms—academic and a social sense of belonging," he said.

Kathy Davis, UCDS chief coordinator at UC Davis, said

the survey provides a number of opportunities for students to give additional information in open-ended boxes.

"This is really going on course," she said. "Every dean, every vice chancellor is going to be looking at it."

Yesterday, roughly 22,000 UC Davis undergraduates received an e-mail from Student Affairs Research and Information directing them to the voluntary systemwide survey found at www.ucop.edu/ucsurvey. Respondents will be sent throughout the month to those students who have not yet completed the questionnaire.

Davis said the rewording content on the right page is "clearing" but is not representative of what the survey is like, adding that human subject research like this survey requires the university to treat students of their rights as subjects.

"It's very weird, and that's because this is human subject research," he said.

The survey consists of a core set of questions that all UC students will answer pertaining to academics and an individual's specific background. There is a randomly assigned third section

See SURVEY, page 5

Westly, Angelides exercise their campaigns to prepare to face Arnold

By E. ASHLEY WRIGHT

Walking with purpose

Immigrants march for equal rights in Sacramento

By MARK MILES
Aggie News Writer

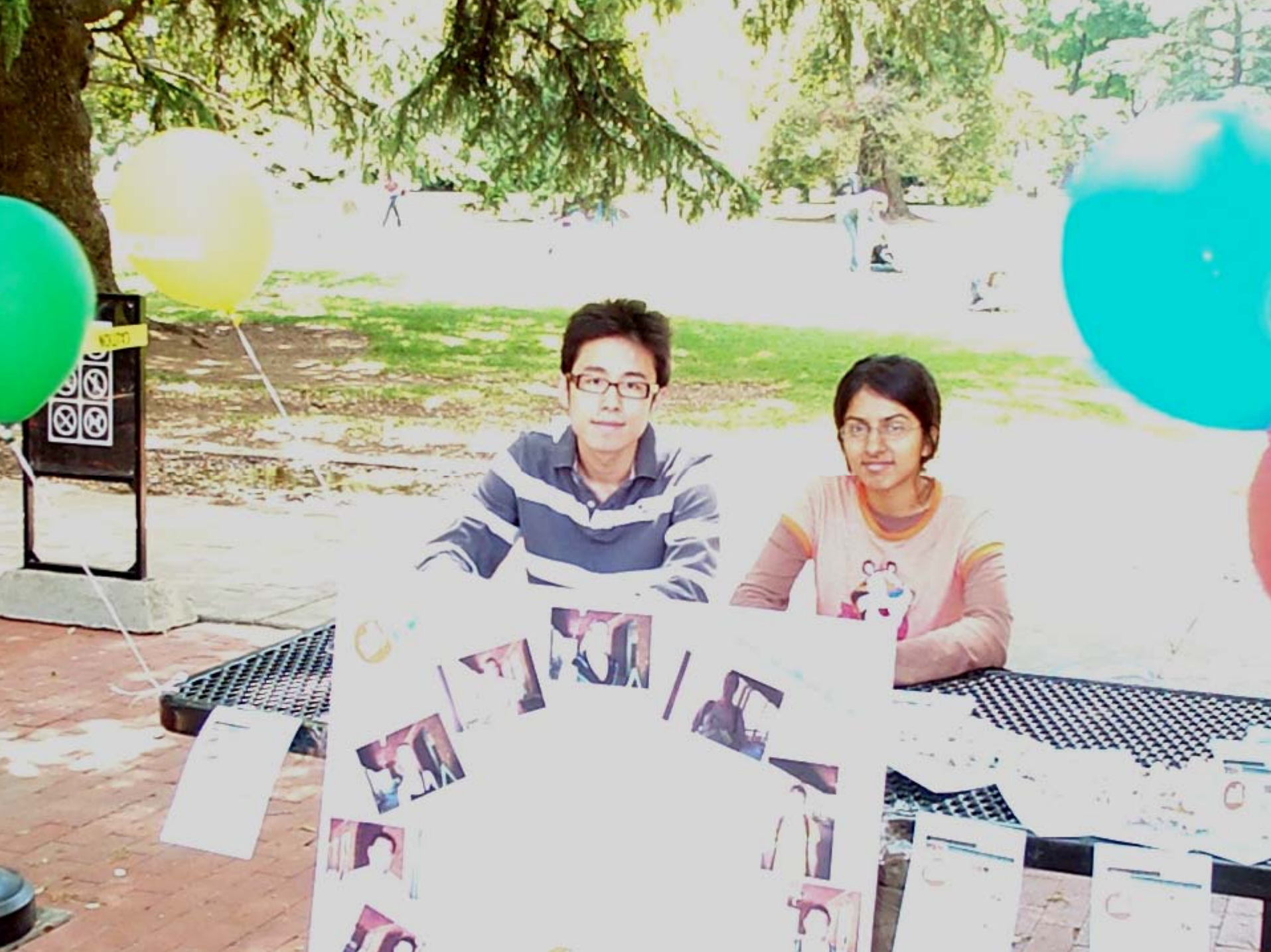
Thousands of supporters wearing white shirts for the

tragedies along the Mexican-U.S. border in terms of deaths and family separation.

In response to the criticism by some that immigrants lan-







UNIVERSITY OF CALIFORNIA



UNDERGRADUATE EXPERIENCE SURVEY

tell us
how UCit



LET YOUR VOICE BE HEARD! PARTICIPATE IN A SURVEY
ASSESSING YOUR EXPERIENCE AT UC DAVIS.

- ACADEMICS
- CAMPUS AND COMMUNITY CLIMATE
- CAMPUS RESOURCES
- STUDENT LIFE



PLAY A PART AND GET A CHANCE TO WIN GREAT
prizes!

universityofcalifornia.edu/ucues

LOG ON STARTING

May 2006



UCUES Marketing

- Front-page article in Aggie
- Posters in MU, Silo, lecture halls, academic departments, computer labs, health center, rec center, residence halls, library, etc.
- Bookmarks in library, bookstore, at information desks
- Student assistants “table-ing” outside MU
- Lawn signs
- Table tents in MU and Silo
- Links on UC Davis home page, campus rec page, SPAC web page
- Flyers distributed at SPAC cultural events and in student services
- Announcements in SPAC weekly e-newsletter
- Message on register tape in bookstore
- Faculty requested to make announcements (but did they?)
- Listserv announcements by SRRC, CCC, ISS, Housing
- PSA on KDVS (campus radio)
- Flyer on Facebook
- All this and more

Projected UCUES Participation QuickSurvey

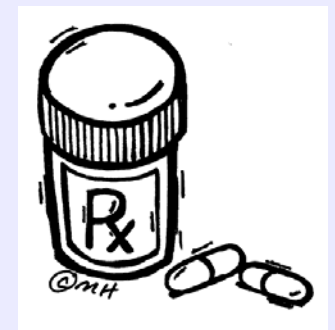
Quick Survey

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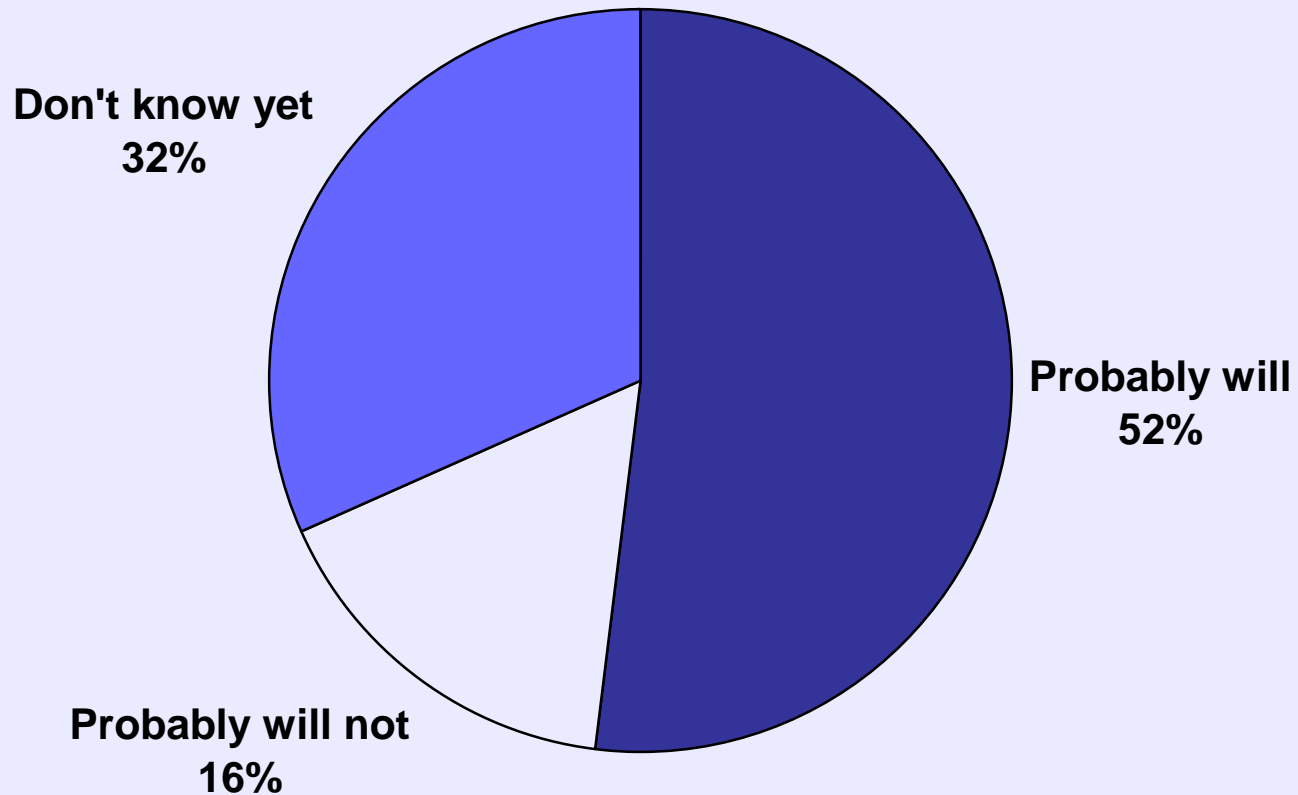
- I will probably complete UCUES.
- I will probably NOT complete UCUES.
- I don't know yet whether I will complete UCUES.

[Privacy](#)

- N = 2863
- 13% enrolled undergraduates



Projected Participation QuickSurvey



Follow Up: Why not?

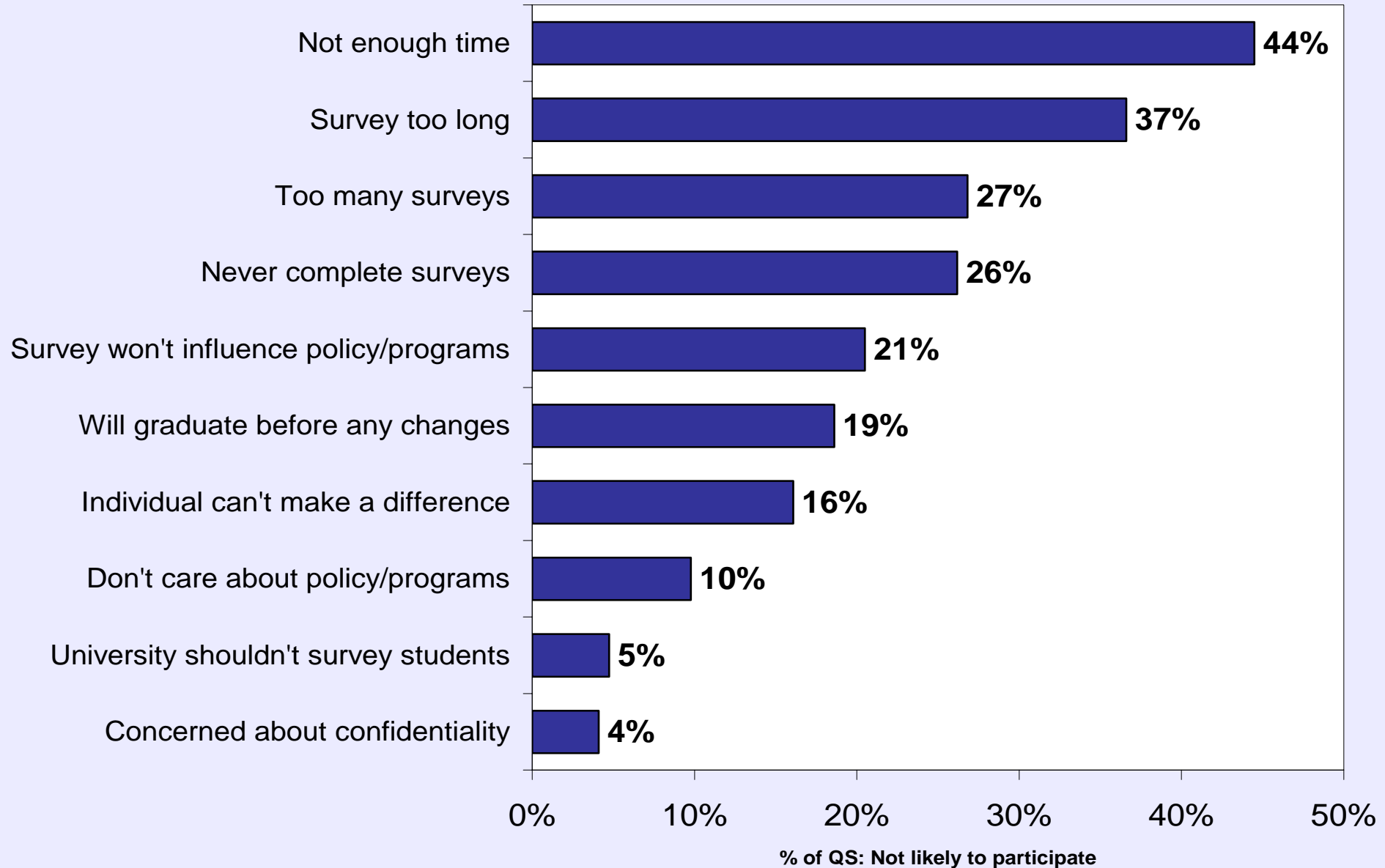
Quick Survey

Why not? Check all that apply.

- I never complete surveys.
- I don't think the University should ask students to complete surveys.
- I don't think a survey should be so long.
- I don't have time to complete such a long survey.
- I don't believe my individual responses will make a difference in the results.
- I'm concerned that my responses won't be kept confidential.
- I don't care about influencing policy and programs.
- I don't believe this survey will influence policy and programs.
- Even if the results do influence policy and programs, I will be gone before then.
- I think I'm asked to complete too many surveys.

[Privacy](#) [FAQs](#) [Supporting Information](#)

Why not? (n = 317)



What would encourage you to participate? (n = 347)

Quick Survey

What would encourage or persuade you to complete the survey?

Please specify.

[Privacy](#) [FAQs](#) [Supporting Information](#)

- Prizes
- If I have time . . .
- Shorter survey

Retrospective UCUES Participation QuickSurvey

- N = 3338
- 15% enrolled undergraduates

Quick Survey

During May, every UCD undergrad was encouraged to complete the UC Undergraduate Experience Survey (UCUES). Did you complete the survey?

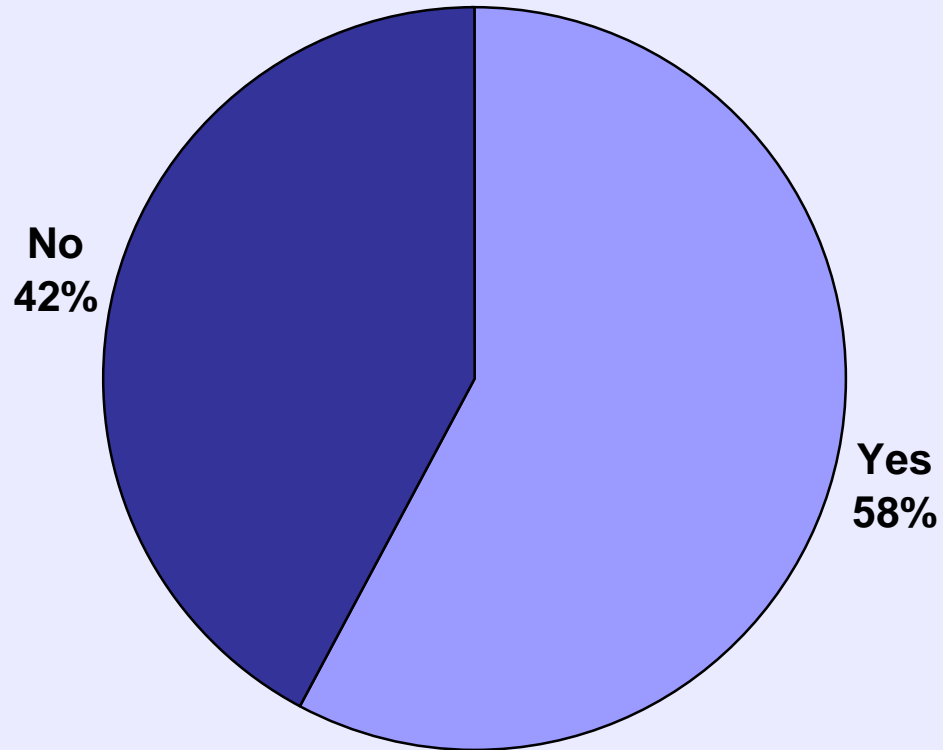
Yes

No

[Privacy](#) [FAQs](#)



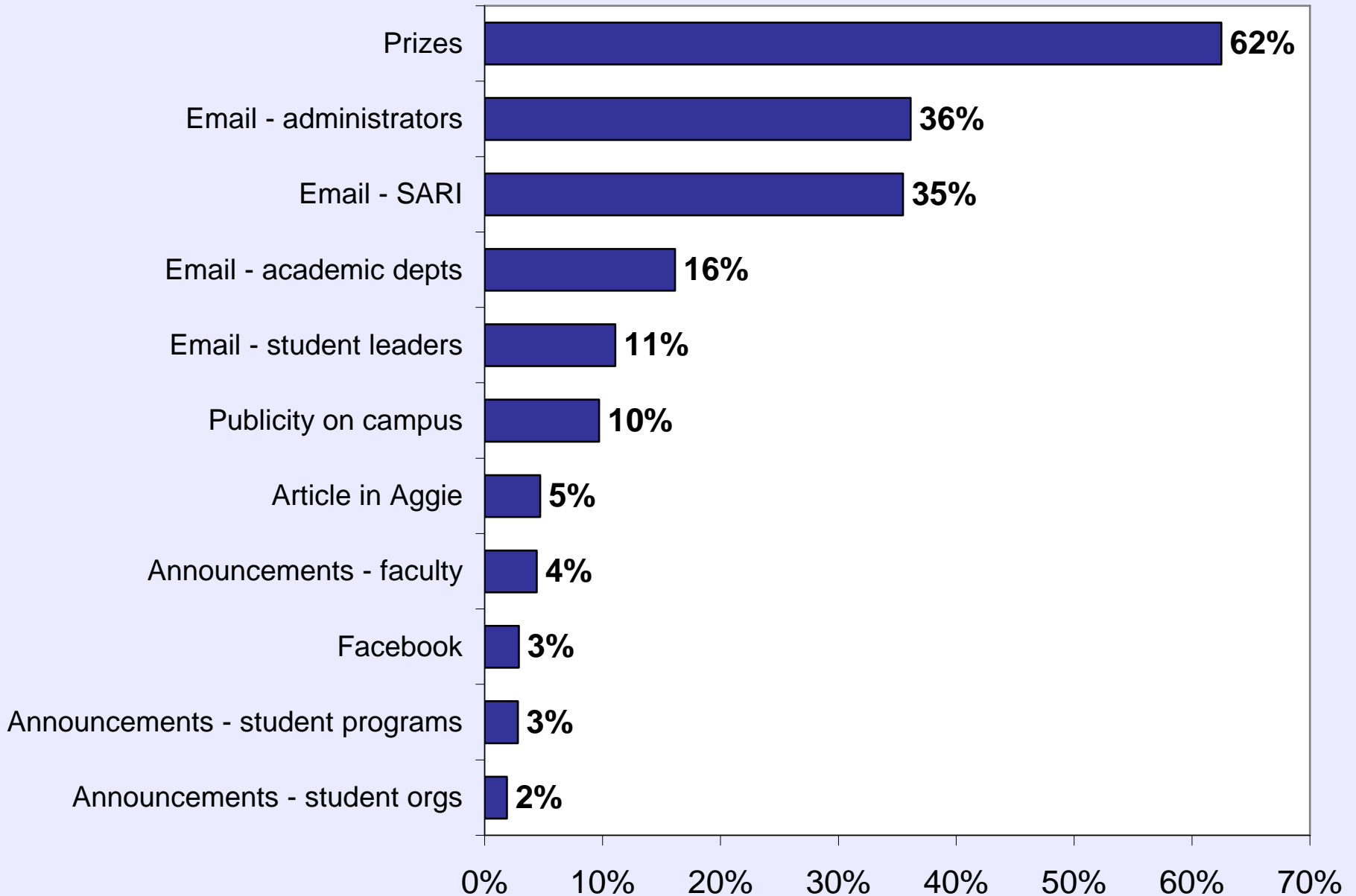
Retrospective Participation QuickSurvey



Follow-up: Why did you complete?

Quick Survey	
What prompted you to complete the survey? (Check all that were important.)	
<input type="checkbox"/>	Prizes
<input type="checkbox"/>	Email invitation and reminders from SARI
<input type="checkbox"/>	Email reminders from campus administrators
<input type="checkbox"/>	Email reminders from student leaders
<input type="checkbox"/>	Email reminders from academic departments
<input type="checkbox"/>	Announcements/reminders from faculty
<input type="checkbox"/>	Announcements/reminders from leaders of student organizations
<input type="checkbox"/>	Announcements/reminders from student services and programs
<input type="checkbox"/>	Publicity on campus (posters, flyers, lawn signs, etc.)
<input type="checkbox"/>	Article in the California Aggie
<input type="checkbox"/>	Message on Facebook
Privacy FAQs Supporting Information	

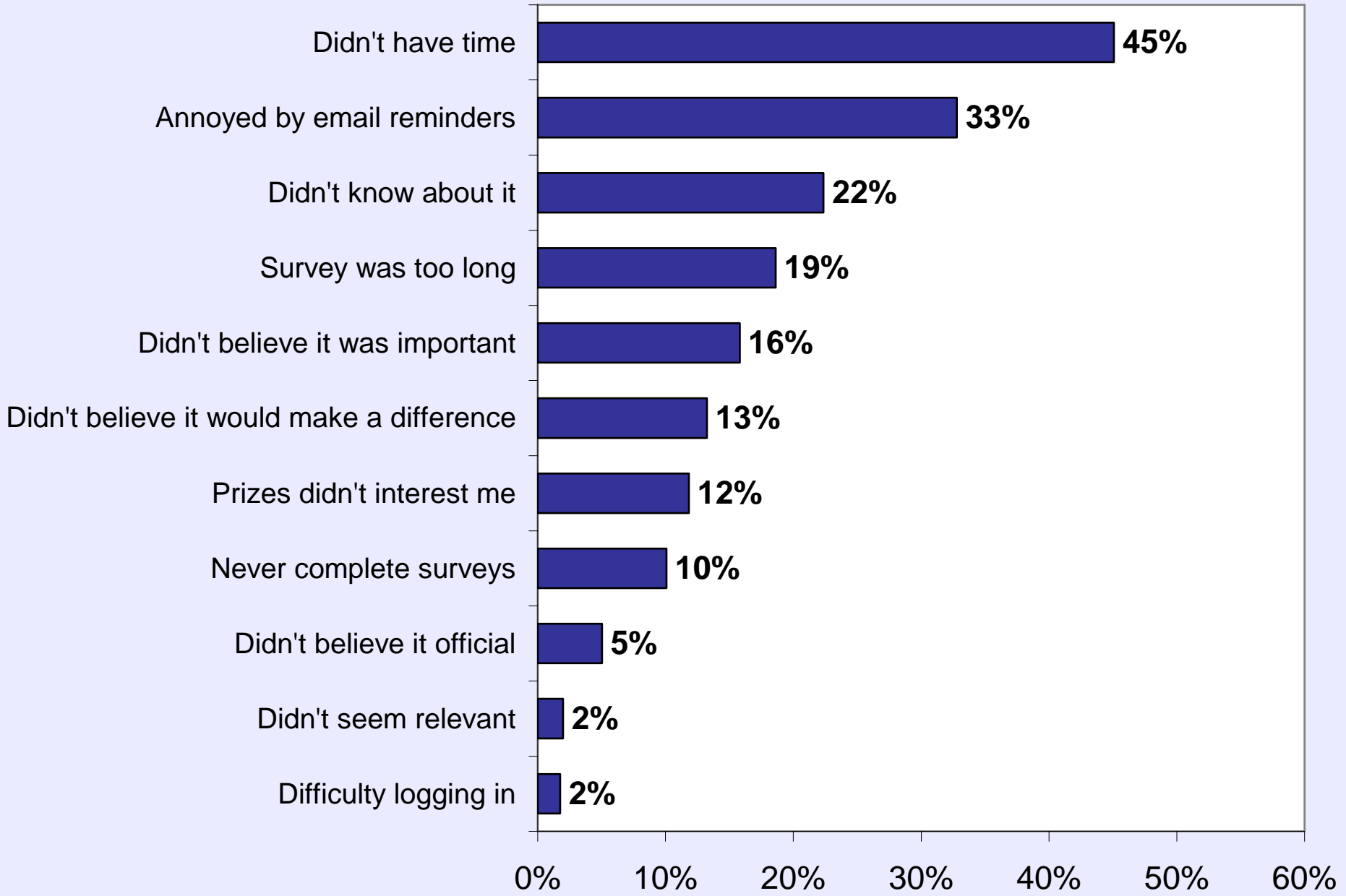
Why completed UCUES (n = 1431)



Why didn't complete (n = 1095)

Quick Survey	
Why not? (Check all that were important.)	
<input type="checkbox"/>	I didn't know about it.
<input type="checkbox"/>	I never complete surveys.
<input type="checkbox"/>	I didn't have time.
<input type="checkbox"/>	The survey was too long.
<input type="checkbox"/>	I didn't believe it was important for me to respond.
<input type="checkbox"/>	I didn't believe it was official.
<input type="checkbox"/>	I didn't believe it would make a difference.
<input type="checkbox"/>	I had difficulty with the log-in.
<input type="checkbox"/>	The questions didn't seem relevant.
<input type="checkbox"/>	The prizes didn't interest me.
<input type="checkbox"/>	I was annoyed by the email reminders.
Privacy FAQs Supporting Information	

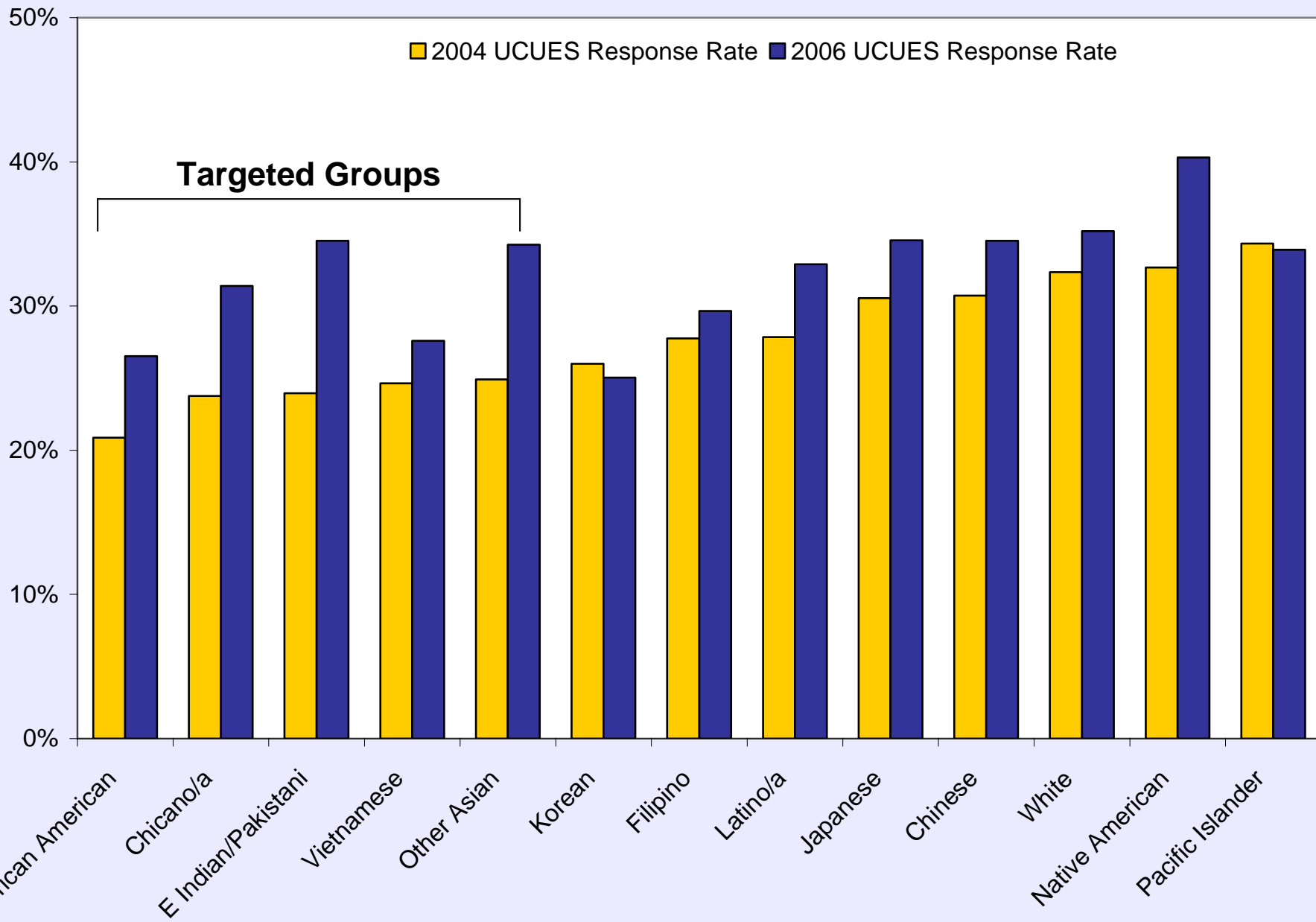
Why didn't complete (n = 1095)



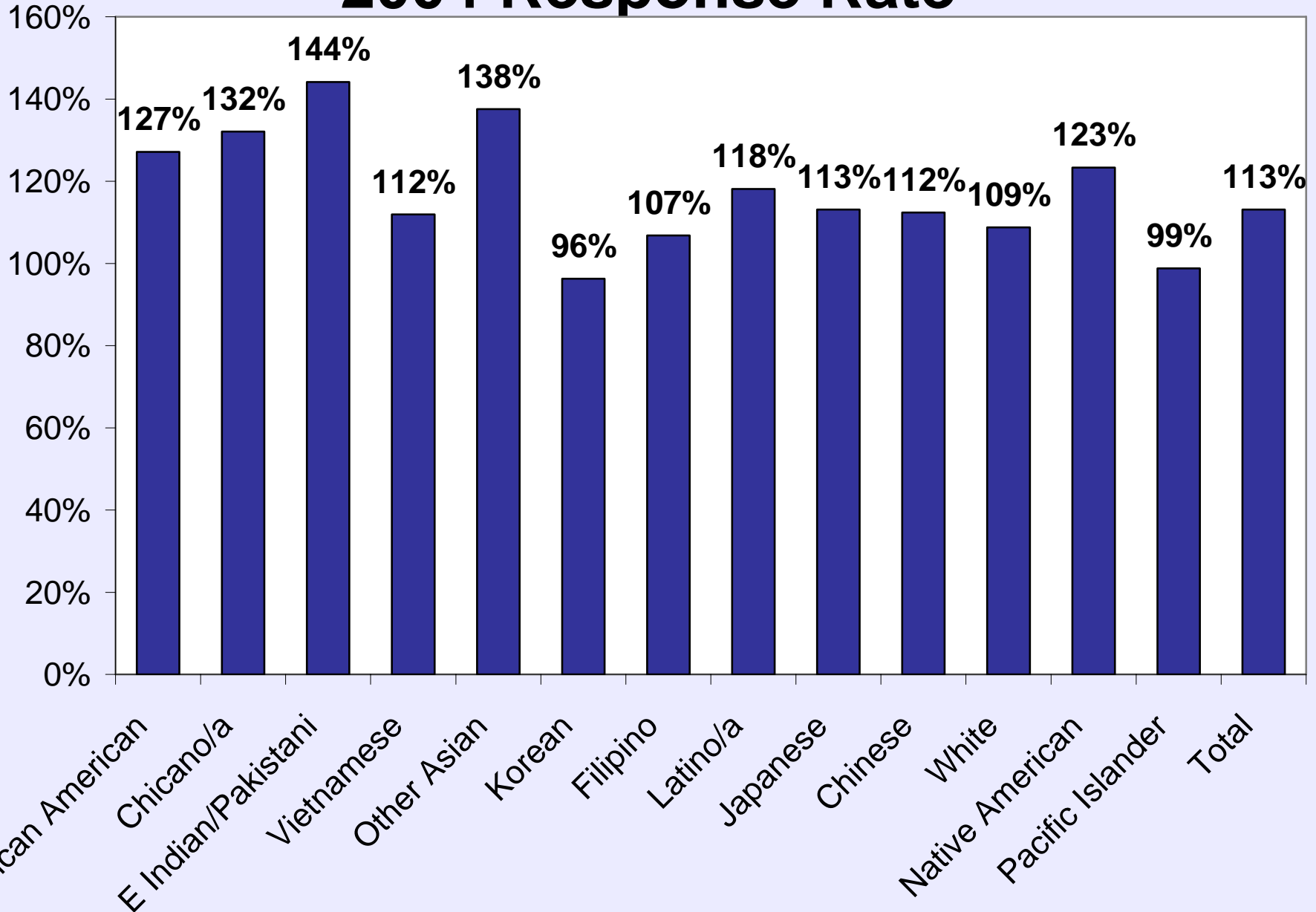
Results: Did we make a difference?

- 2004 response rate – 29.5%
- 2006 response rate – 33.3%

Response Rate by Ethnicity: 2004 vs. 2006



2006 Response Rate as Percentage of 2004 Response Rate



Part 2. Validation

- UCUES participation data allows us to validate QuickSurvey tool
- Compare QS respondents to student population
- Compare QS responses to actual behavior

QuickSurvey respondents are “survey-takers”.

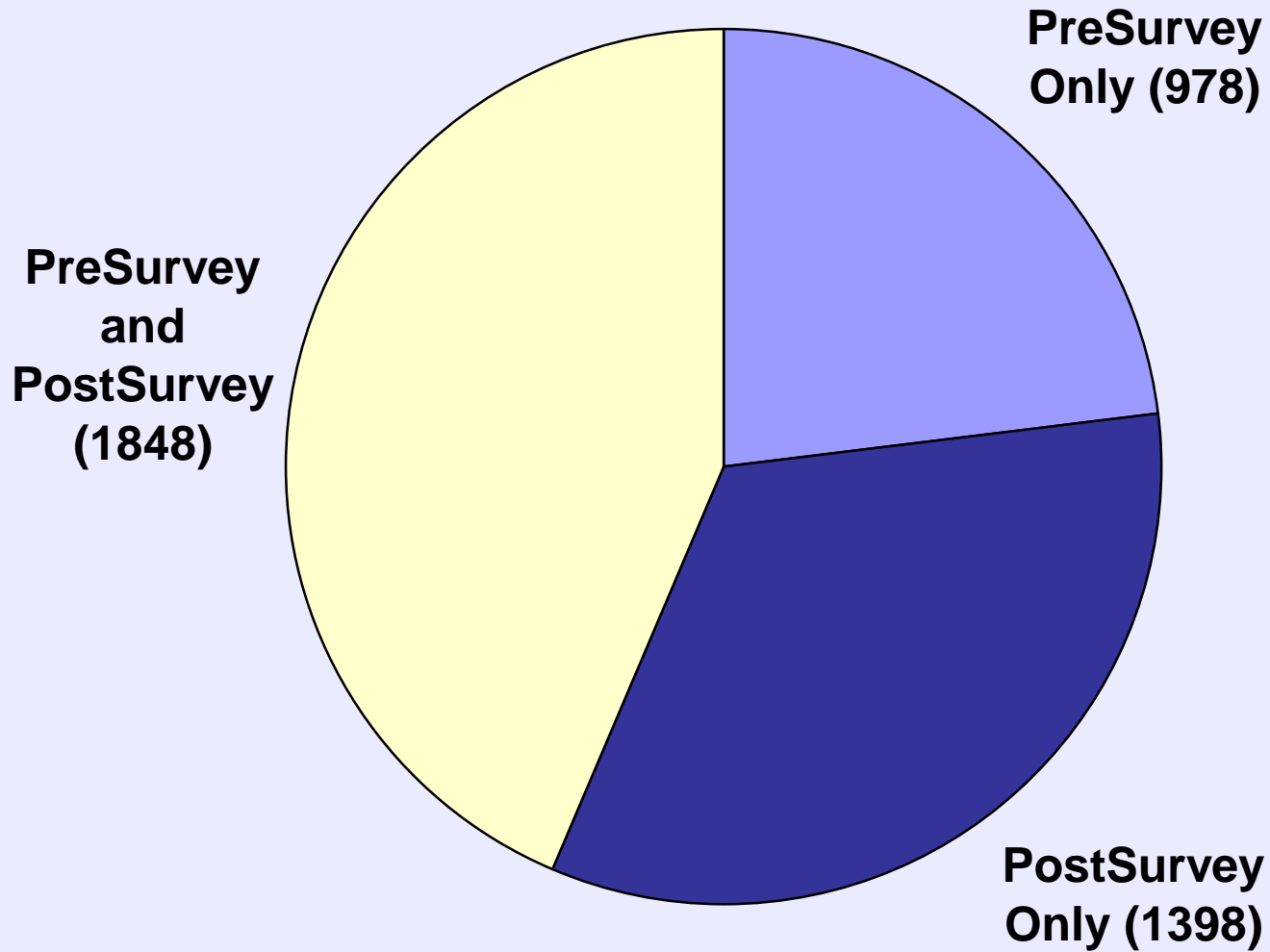
Pre-Survey Results:

% “Likely to participate” 52%

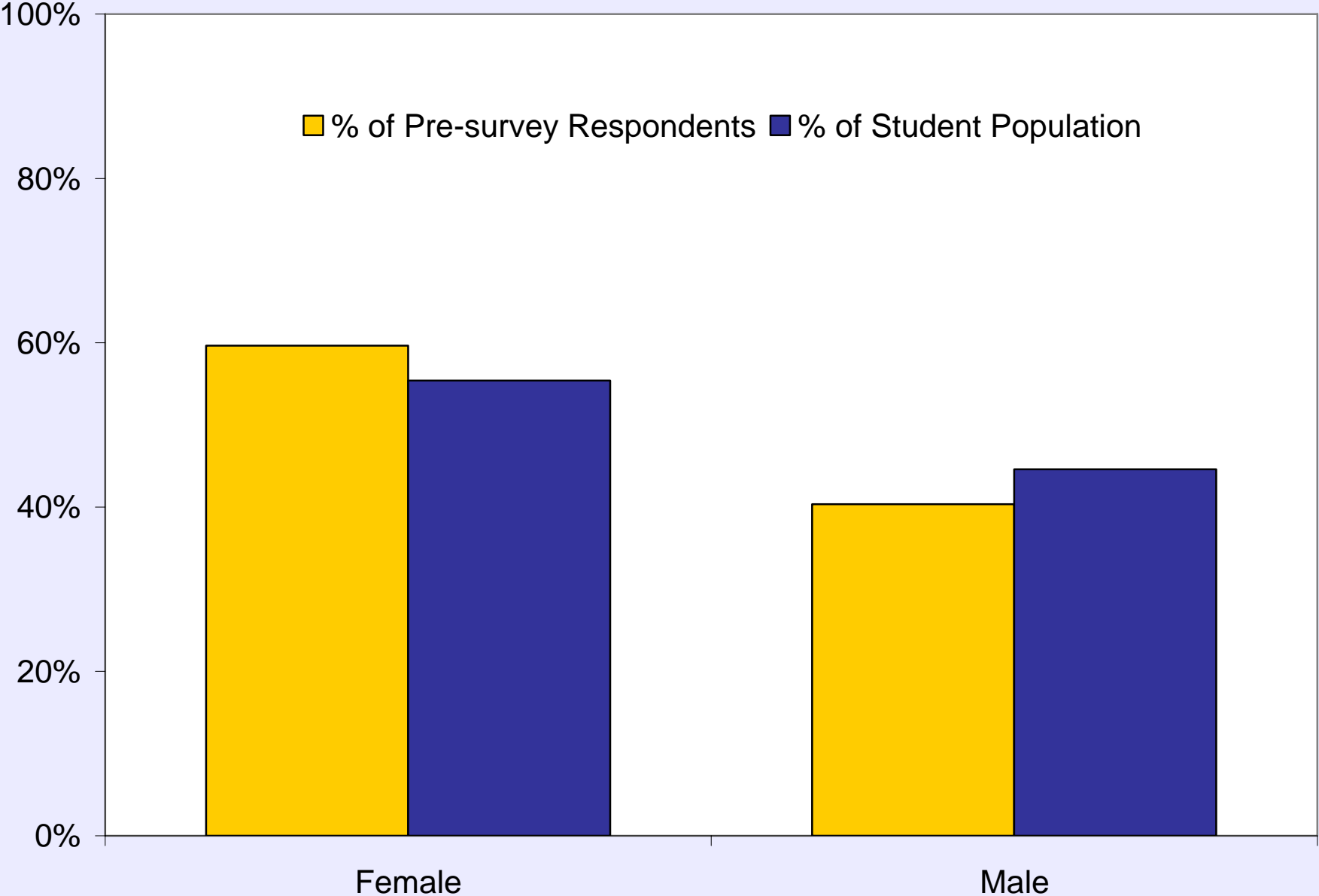
Actual UCUES Participation:

% Student Population 33%

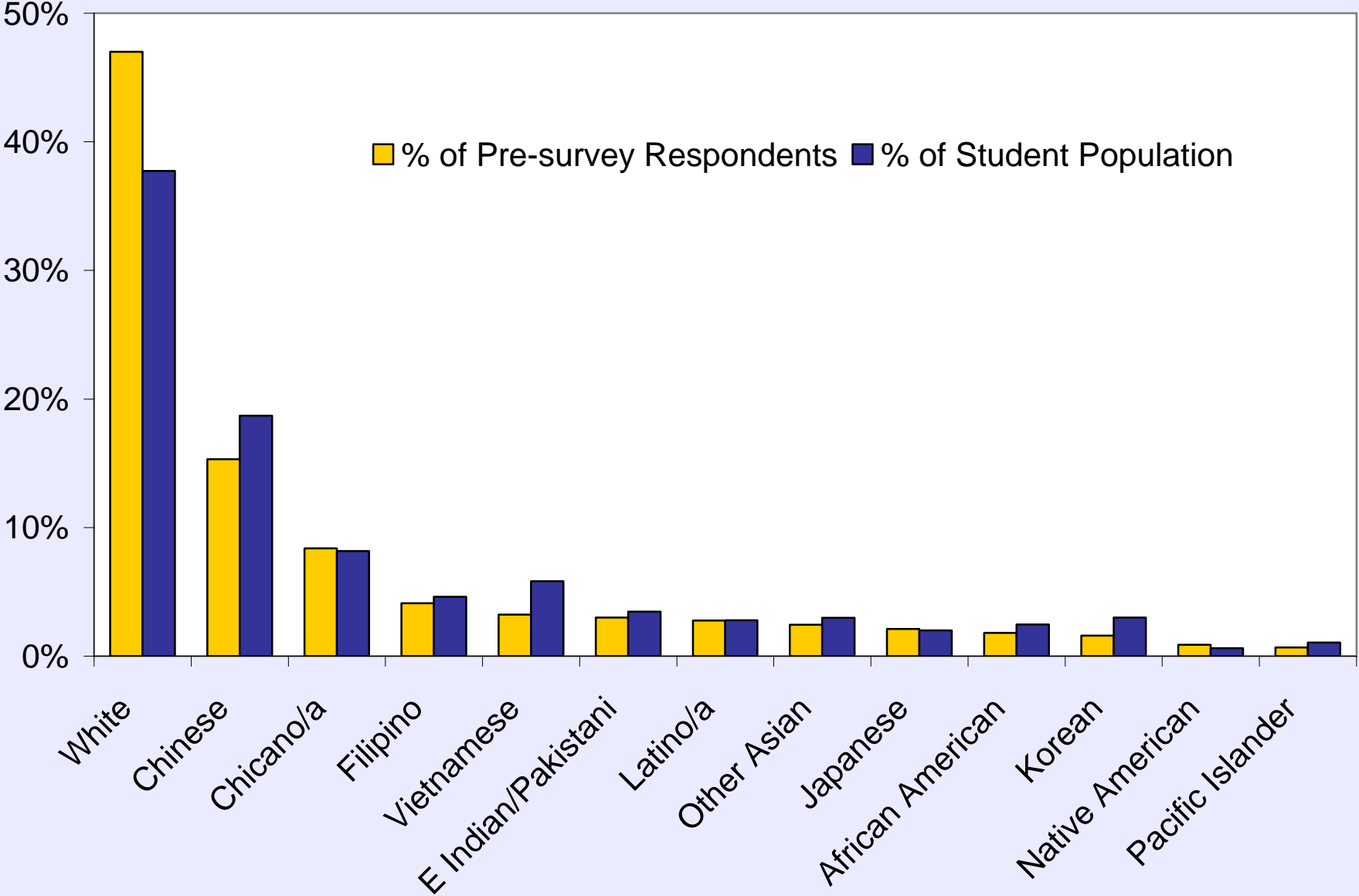
QuickSurvey Attracts Repeat Responders



Do QS Respondents Represent Undergraduates? Gender

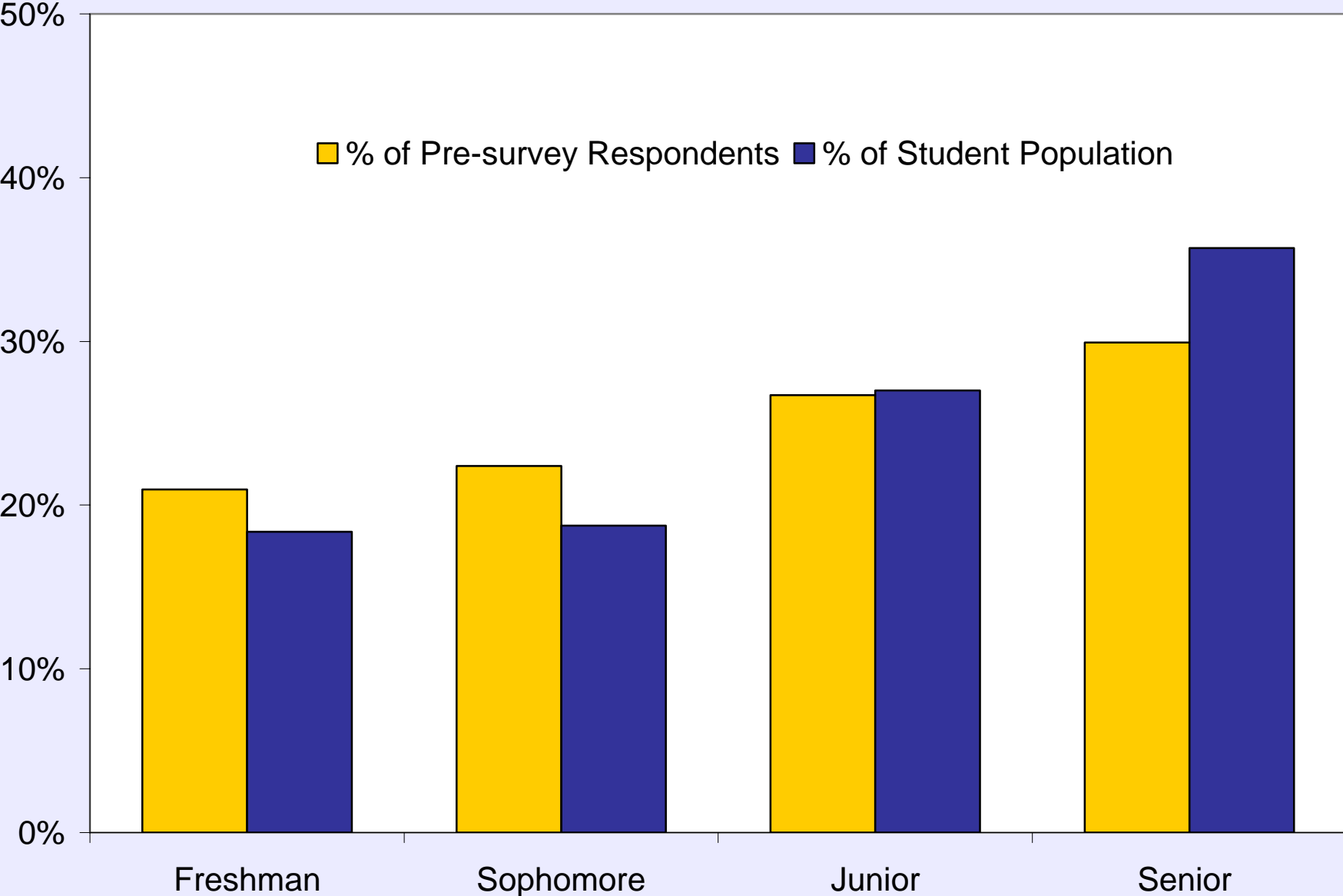


Do QS Respondents Represent Undergraduates? Ethnicity

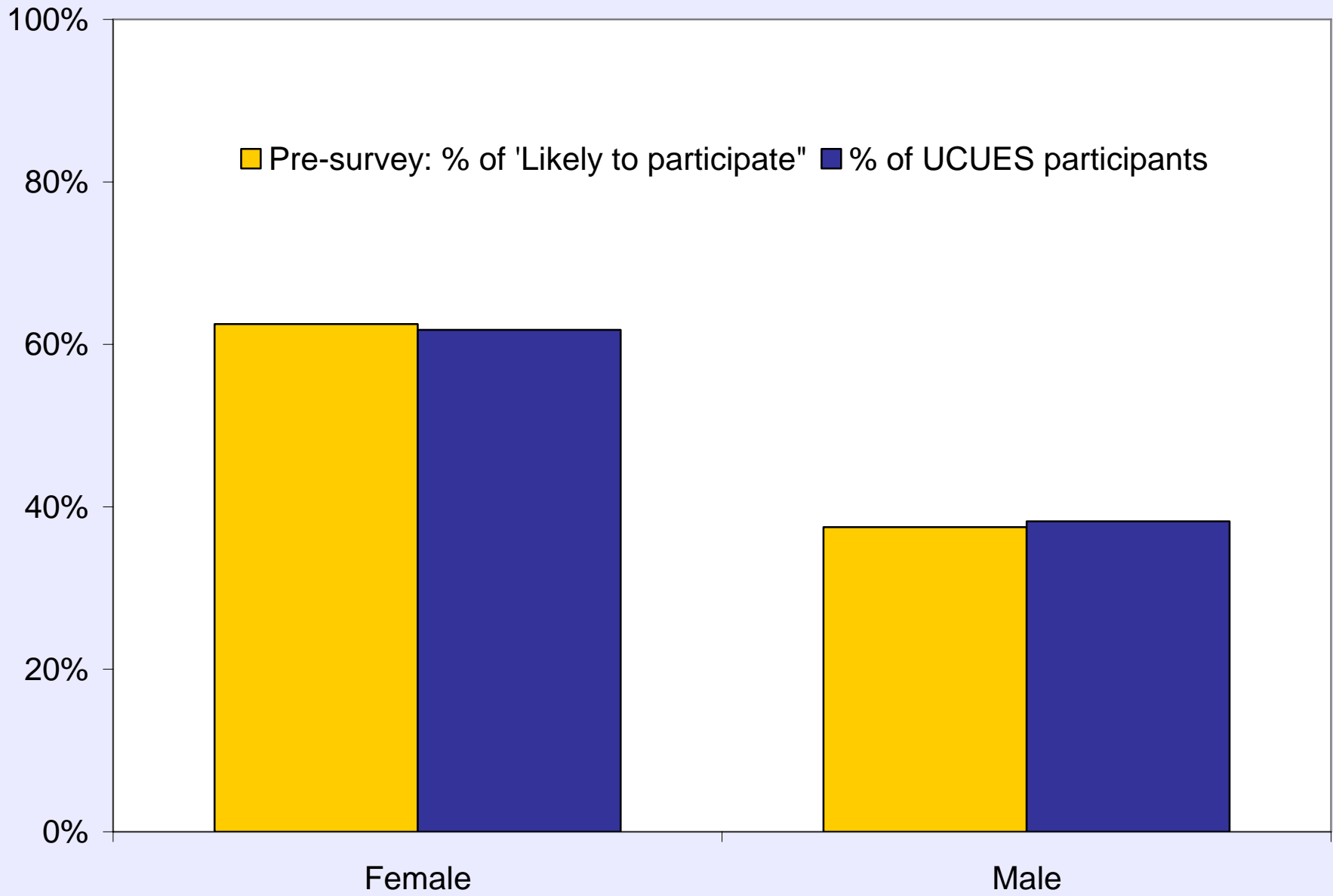


Do QS Respondents Represent Undergraduates?

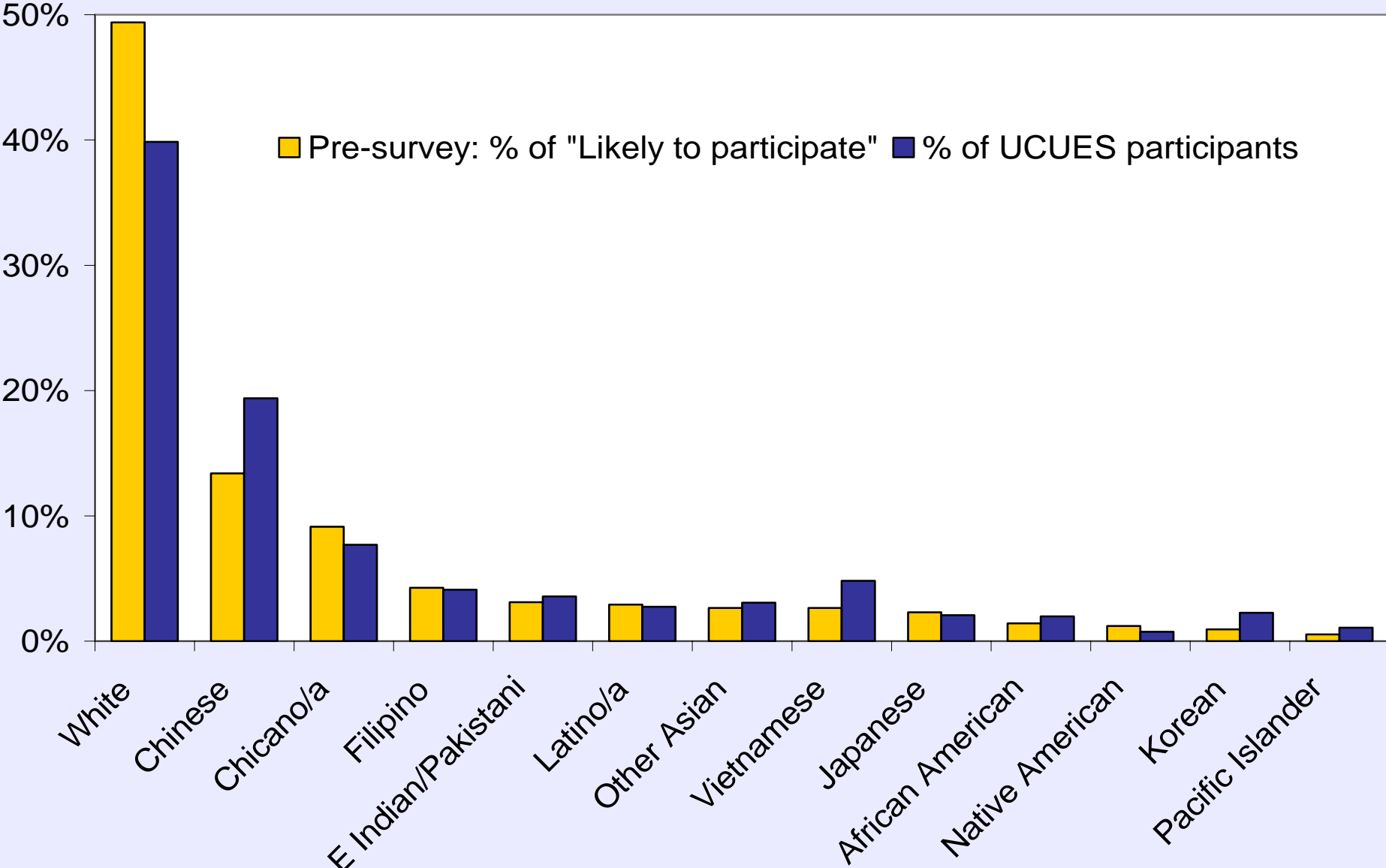
Class Level



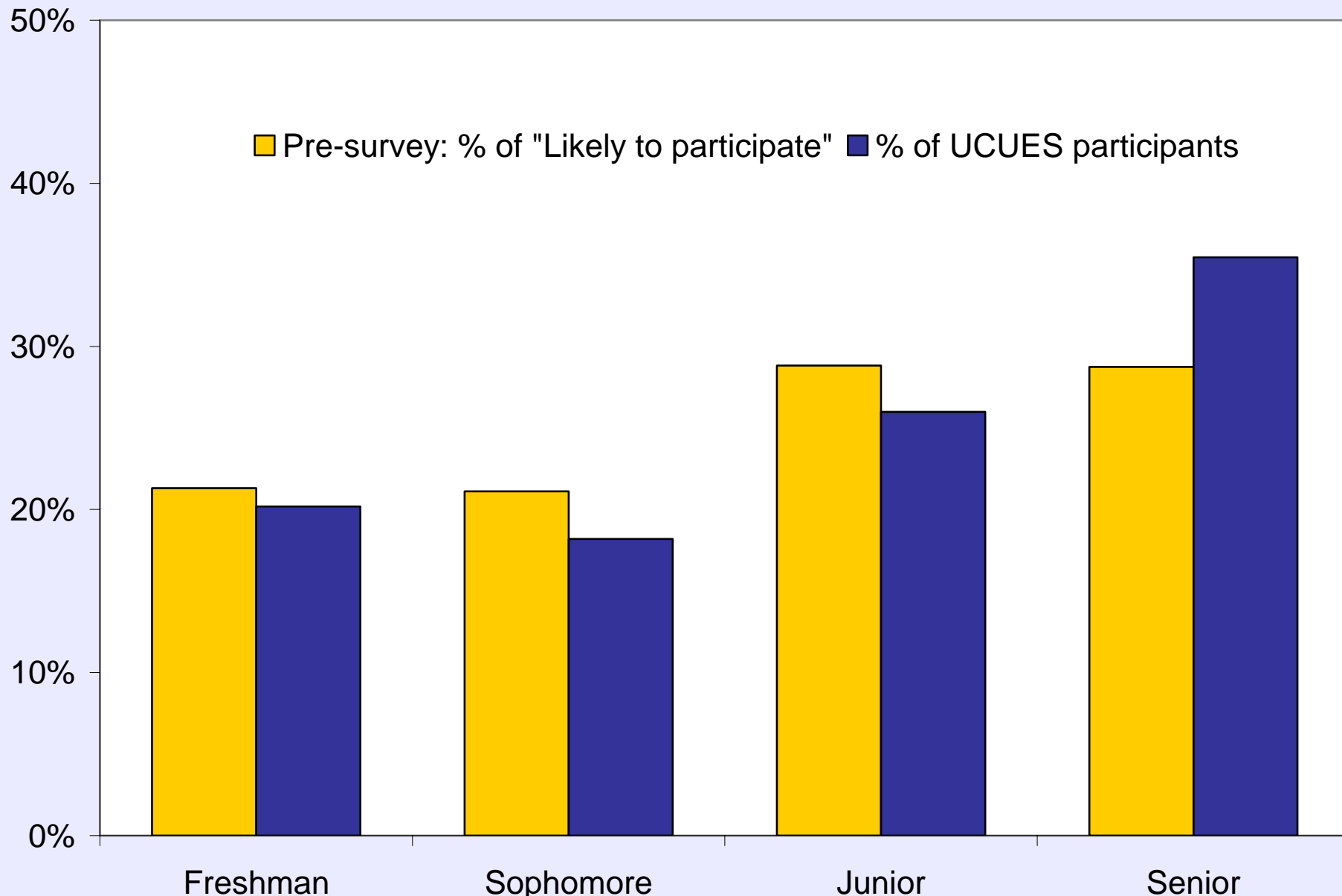
Do QS Results Predict Pattern of UCUES Responses? Gender



Do QS Results Predict Pattern of UCUES Responses? Ethnicity



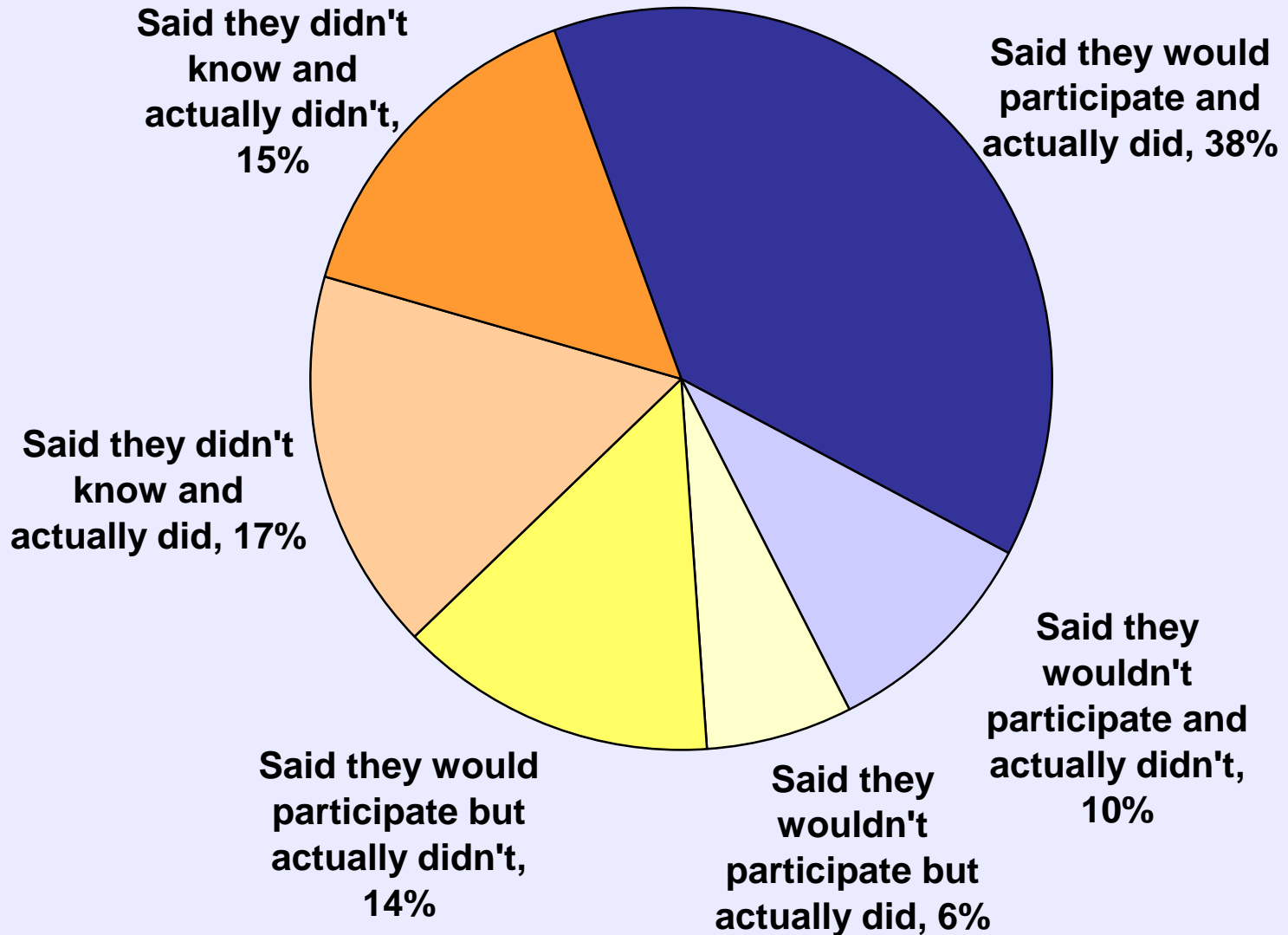
Do QS Results Predict Pattern of UCUES Responses? Class Level



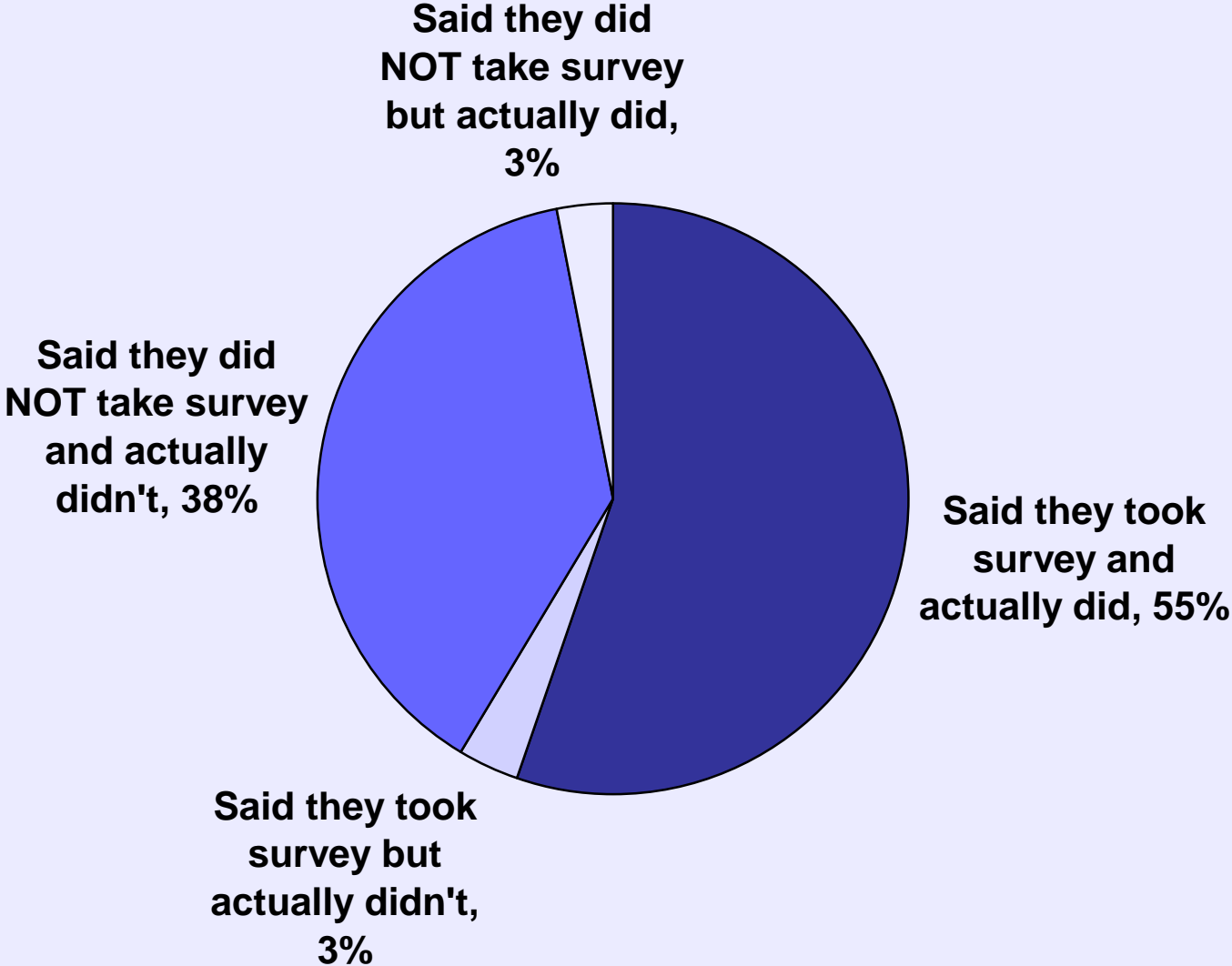
Did QS Respondents Predict Their Own Behavior?

	Did NOT participate in UCUES	Did participate in UCUES
QS: Likely to participate	27%	73%
QS: Not likely to participate	60%	40%
QS: Didn't know	48%	52%

QS Responses vs. UCUES Participation



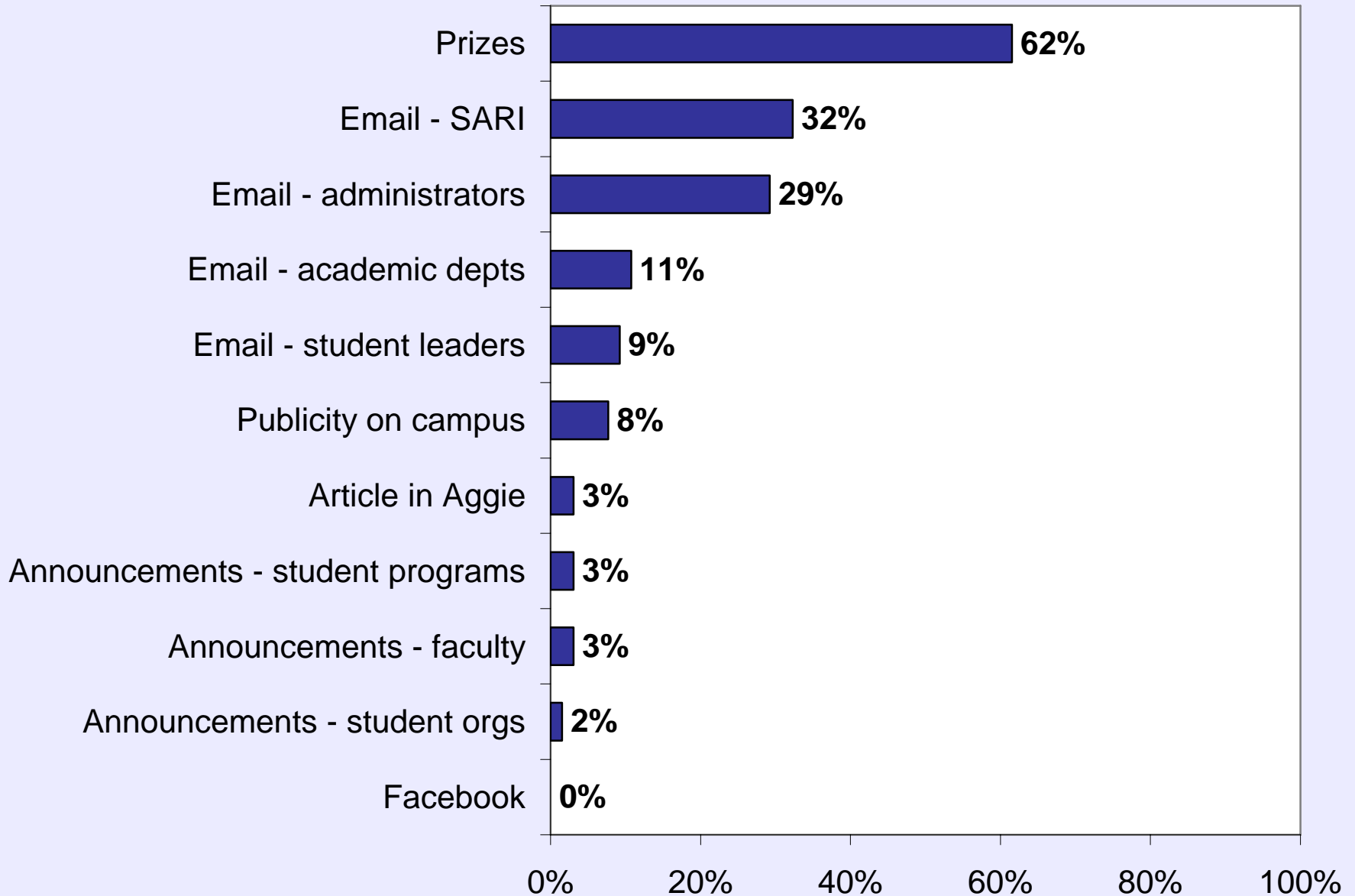
Did QS Respondents Accurately Report Their Own Behavior?



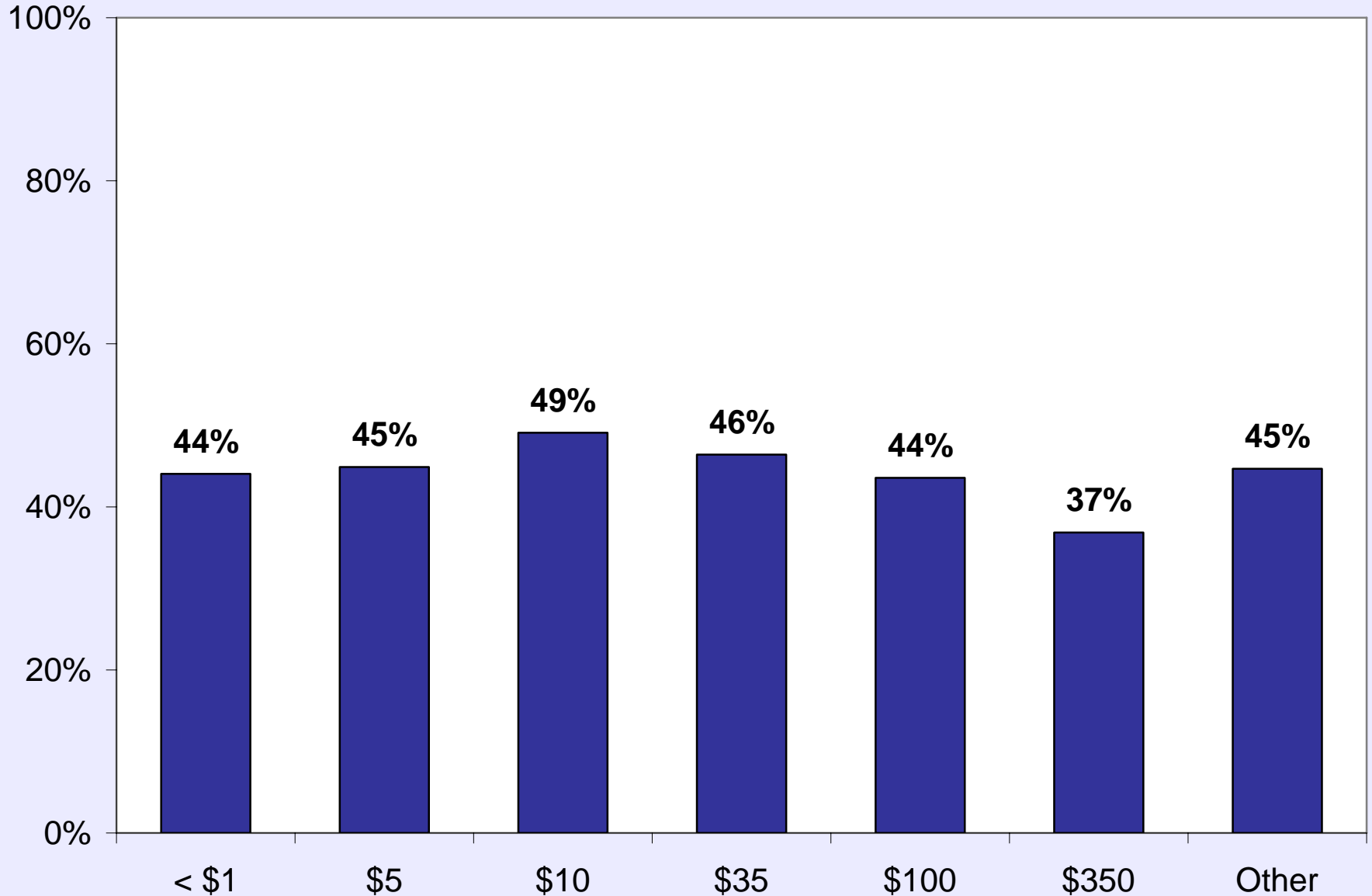
Why a Change of Heart?

- 27% of Pre-survey respondents who were likely to participate in UCUES ultimately did not. Post-survey asked “why not?”
- 40% of Pre-survey respondents who were unlikely to participate in UCUES ultimately did. Post-survey asked “why?”

Reasons students who were “Not likely to participate” did



UCUES Participation by QS Incentive Preference



Reasons students who were “Likely to Participate” did NOT

