# Campus Climate Study
# Survey Plan

## November 2005

*Prepared for:*
**Skyline College Accreditation Steering Committee**

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## Overview

Skyline College is scheduled for an accreditation site visit in Fall 2007 using the new accreditation standards required by the Accrediting Commission for Community and Junior Colleges (ACCJC) of the Western Association of Schools and Colleges (WASC). The current standards address the need to focus on student learning outcomes and the learning environment. The self-study process requires an examination of college-wide performance and effectiveness using evidence that might demonstrate existing and future trends. One source of evidence is a campus climate study in which students are asked to provide feedback on programs, services and the learning environment.

## Purpose

The purpose of this survey study will be to measure current students' attitudes and perceptions toward Skyline College's programs, services and the learning environment. The results from the survey will be used to inform responses to the accreditation standards and may be used for planning and improvement efforts. The survey will also be useful for establishing benchmarks for future studies and for evaluating college's mission, goals and strategies.

## Survey Population

In order to contain costs and to extract representative information that can be inferred back to the entire population of students, a stratified random sample will be used to build the sampling framework. The sample size will be based on 95% confidence level at a ±5% confidence interval (approximately 1,200 survey respondents). The sampling framework will include randomly selected students stratified by day and evening class times. Over-sampling will be deployed in order to compensate for the expected 70% response rate.

## Instrumentation

In order to benchmark performance against other colleges, the Noel-Levitz *Student Satisfaction Inventory* will be used. This instrument uses a dual perception scale, measuring both satisfaction and importance. The instrument contains the following twelve dimensions: Academic Advising Effectiveness, Campus Climate, Concern for the Individual, Instructional Effectiveness, Recruitment and Financial Aid Effectiveness, Registration Effectiveness, Responsiveness to Diverse Populations, Safety and Security, Service Excellence, Student Centeredness and Support Services. The survey allows for ten customized items which the college will create, as well an item for comments

## Methodology

In order to achieve representative and timely information on the entire population of students while containing costs, the data collection methodology selected for this survey study is a scannable (pen and paper) survey distributed during one class period.

## Analytical Plan

The results will be tabulated to capture the favorable and unfavorable ratings on the appropriate items, and frequency distributions (counts and percents) on each item. Cross-tabulations will also be reported by variables of interest (e.g. day vs evening students). Comments and any other qualitative information will be summarized. Interpretation and recommendations will be left to the Standards Committees.

## Implementation

Communications: All of the shared governance groups, the college leadership, and management will be informed and connected to the process through continuous communication as follows:

1. Review and selection of the instrument.
2. Electronic pre-notifications to students, staff and faculty.
3. Executive summary report of results and oral briefings.

Administration: The surveys will be administered during the last week of February so that reports can be distributed during the first week of May. The Office of Planning, Research and Institutional Effectiveness (OPRIE) will bundle and distribute the surveys along with instructions and return envelopes to the division deans. Each division will then distribute the bundled surveys to the randomly selected instructor who will administer the survey during one class period. The instructor will return the completed surveys in a sealed envelope to the division and ORPG will collect them for processing.

Tentative Timeline and Milestones:
**January 9**: Order surveys from vendor
January 23: Send pre-notifications to all instructors
February 13: Pull sample
February 20: Send invitation to participate and compile confirmation list
February 27: Bundle survey packets and distribute to instructors
**February 27-March 10**: Administer surveys
March 13-March 17: Collect, clean and send surveys out for processing
March 20-24: Key-enter comments
**April 3-April 29**: Run reports
**May 8**: Distribute reports to committees

## Budget Estimates

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| Copies of survey instrument: | $1.90/survey x 1,500= $2,850 |
| Processing and set up fees | $200 |
| Reports and data disk: | $600 |
| Key entry & form cleaning | $15/hour x 20= $300 |
| | **Approximate Total: $3,950** |