



Stony Brook University

SESSION 2:

TAKING THE PULSE OF THE CAMPUS: HOW TO LAUNCH A 2-ITEM WEEKLY PULSE SURVEY, INSTITUTIONALIZE ITS INSIGHTS, & HARNESS AI TOOLS FOR DEEPER ANALYSIS

COMMISSION ON INFORMATION, MEASUREMENT & ANALYSIS

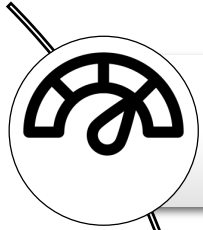
2024 Summer Meeting Program, The University of Illinois, Chicago

Braden J. Hosch, Vice President
Division of Educational and Institutional Effectiveness

Ahmed Belazi, Executive Director of Strategic Analytics and Technologies
Division of Student Affairs

July 14th, 2024

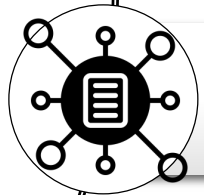
Overview



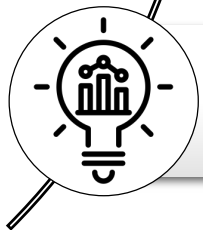
Net promoter score approach



Results / Analysis



Dissemination



Lessons Learned

Stony Brook University

- ★ **#1** Public University in New York
- ★ **#26** Among Public Universities
- ★ **#58** Among National Universities

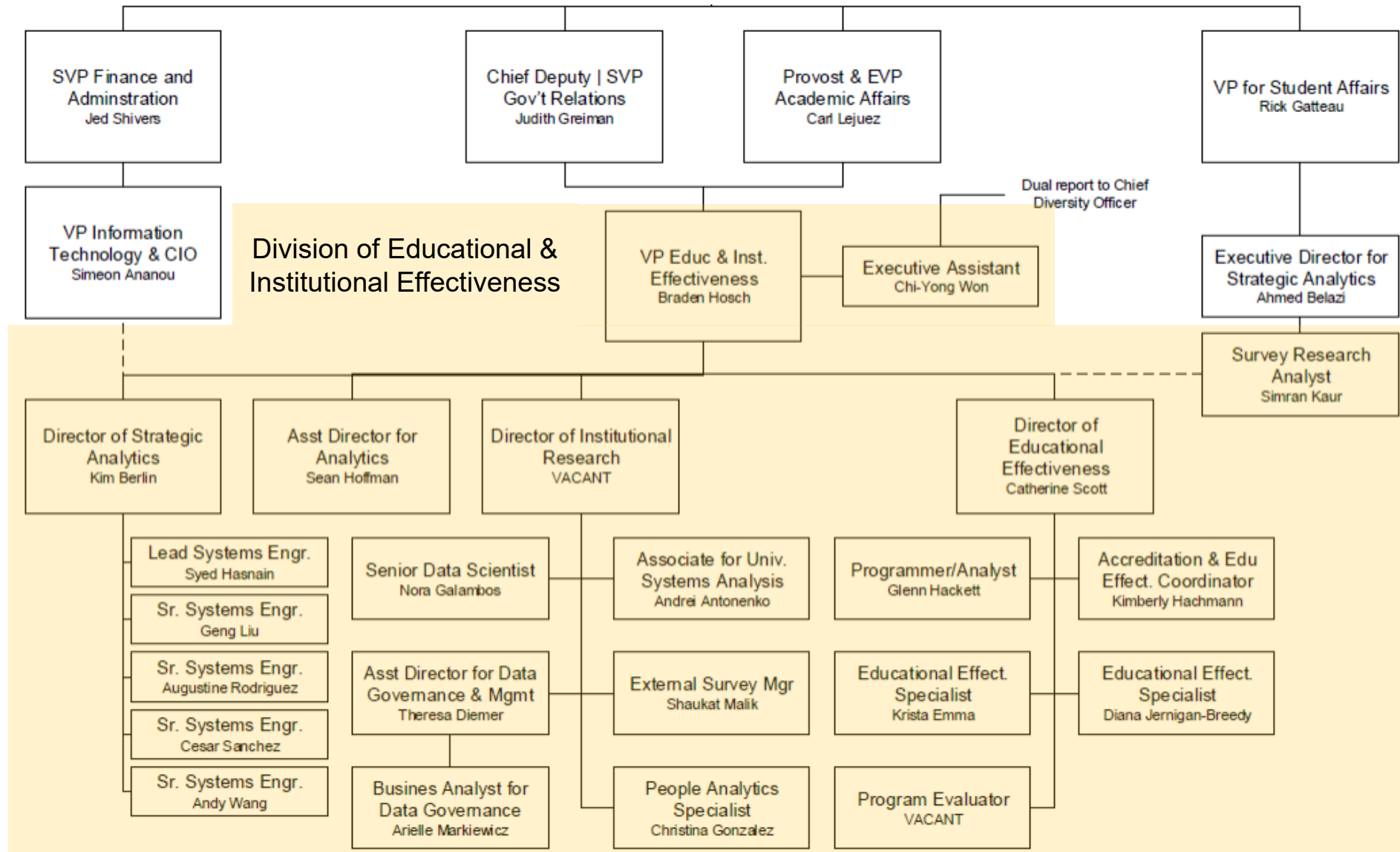
— U.S. News & World Report 2024 Best Colleges



25,865 Fall 2023 Enrollment	~ 9,500 Residents
68% Undergrad 32% Graduate	2001 Joined AAU



Organization Chart



Problems with Higher Ed Survey Research



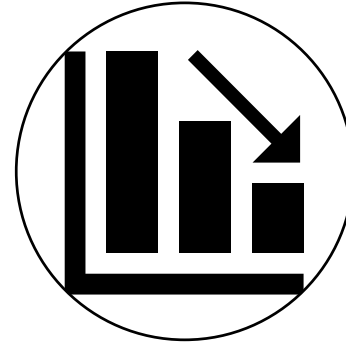
Cross-sectional survey research is too slow



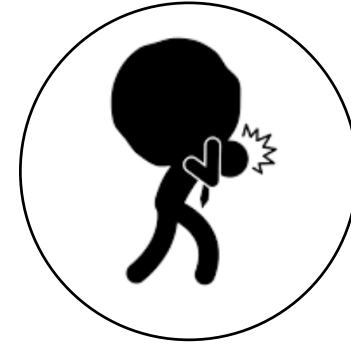
Cycle time is too long



Lengthy instruments



Declining response rates



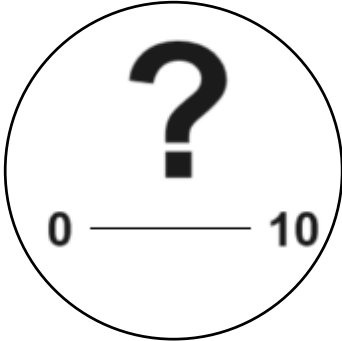
High burden for analysis



Solution: Administer a Weekly Pulse Survey



Pulse survey



One question +
follow up



Administered
weekly



Results
distributed via
email and
dashboard

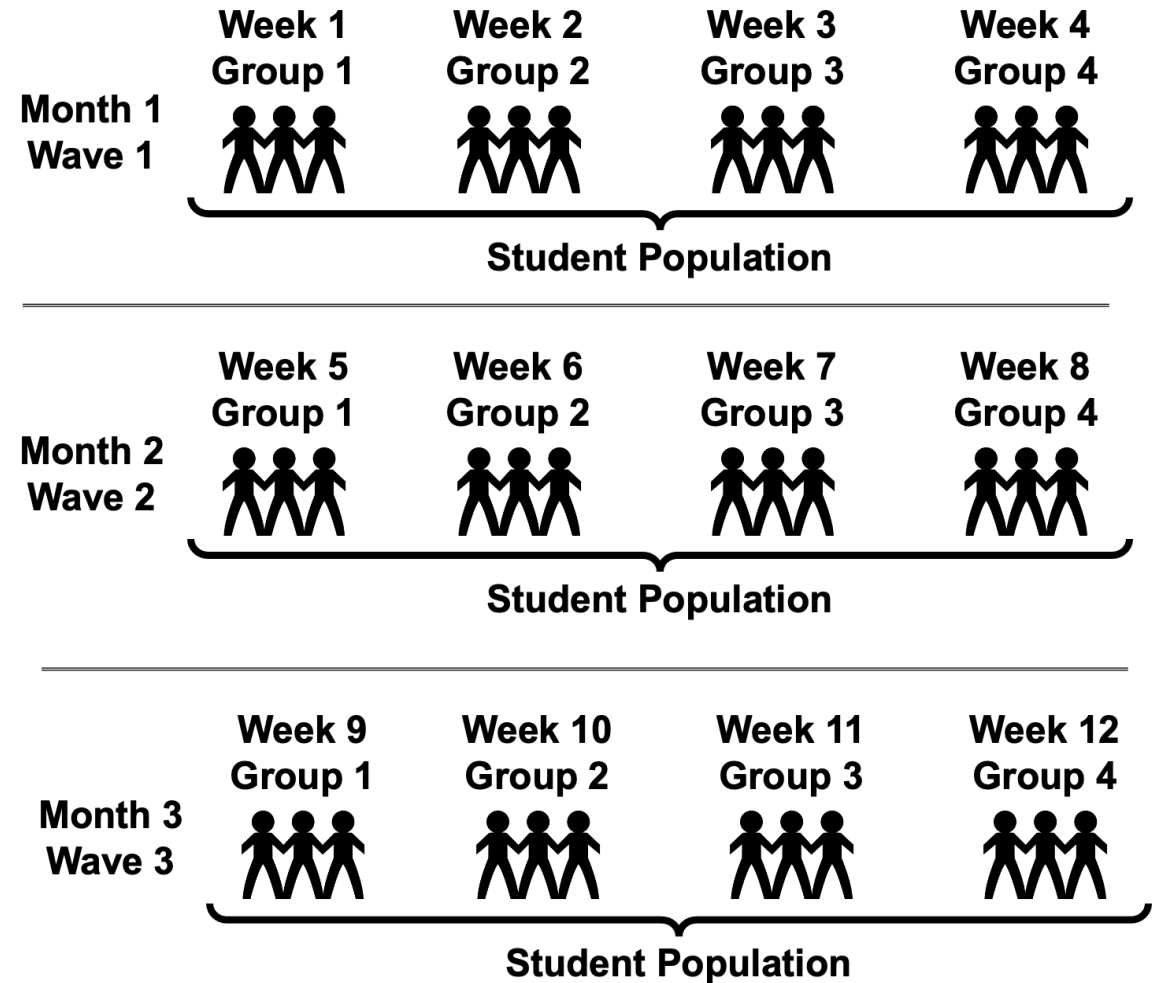


Administration Approach

Confidential but not anonymous.

Response data linked to PII in institutional data systems

Academic Semester



About 6,000 subjects per group

Email on Tuesday (+ reminder on Thursday)

Dear Ahmed,

We want your feedback! Using the [Campus Pulse Survey](#), our goal is to listen and understand more about your current experiences at Stony Brook University. Your feedback will help us improve our services and your experience. Your participation is voluntary and the survey is **only one question** (with an option to share additional feedback as a comment).

You can participate by responding to the question below:

Based on your experiences this week, how likely are you to recommend Stony Brook University to a friend or peer?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Or to respond via your web browser, you can [click here](#) or copy and paste the following URL into your browser:

https://stonybrookuniversity.co1.qualtrics.com/jfe/form/SV_2iy3WVHFwajp3im?Q_DL=QKNlpR5uiezXFpw_2iy3WVHFwajp3im_CGC_I0rwwd8SAedJiPE&Q_CHL=email

We know you have a lot going on so as a **thank you for your participation**, any student who participates will be entered into a **monthly raffle for some awesome SBU swag** pictured below!

Net Promoter Score (NPS)



$$\text{NPS} = \% \text{ ☺ } - \% \text{ ☹ }$$

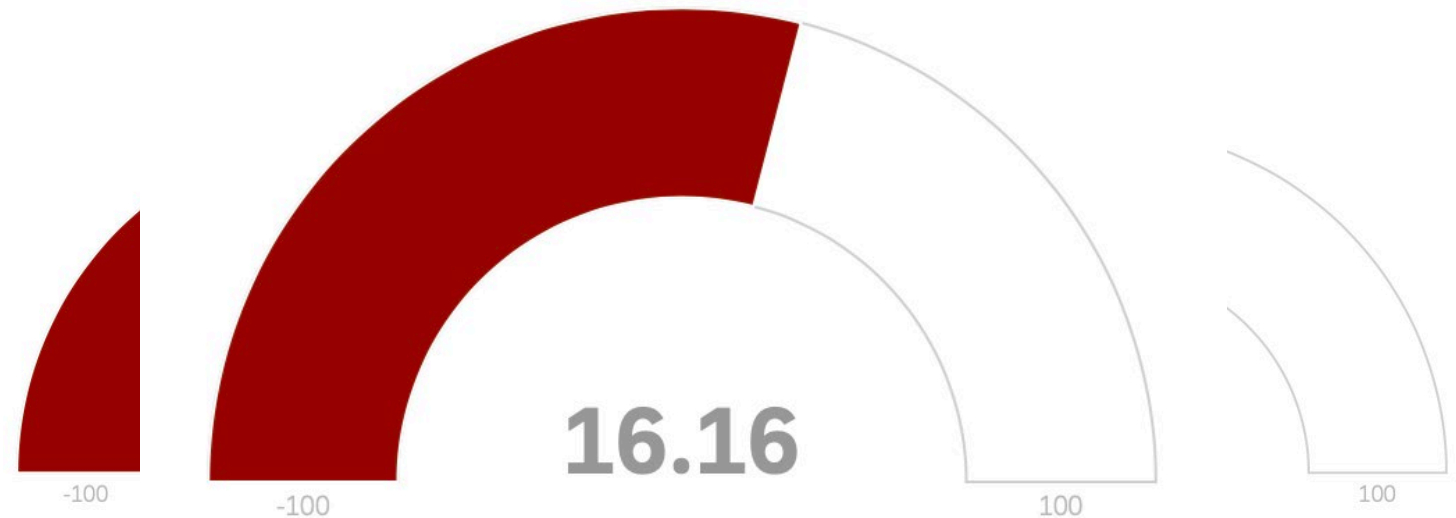
1. **Detractors** -- They are not particularly thrilled by you. They, with all likelihood, won't choose to engage with you again, and could potentially damage your reputation through negative word of mouth.
2. **Passives** -- They are somewhat satisfied but could easily switch to a competitor's offering if given the opportunity. They probably wouldn't spread any negative word-of-mouth, but are not enthusiastic enough to actually promote you.
3. **Promoters** -- They love you. They are your repeat customers. They are enthusiastically evangelical about you and recommend you to others.



Net Promoter Score (NPS)

How likely are you to recommend Stony Brook University to a peer?

Was Stony Brook University among your top 3 choices for college?
Overall Net Promoter Score



Instrument in Qualtrics

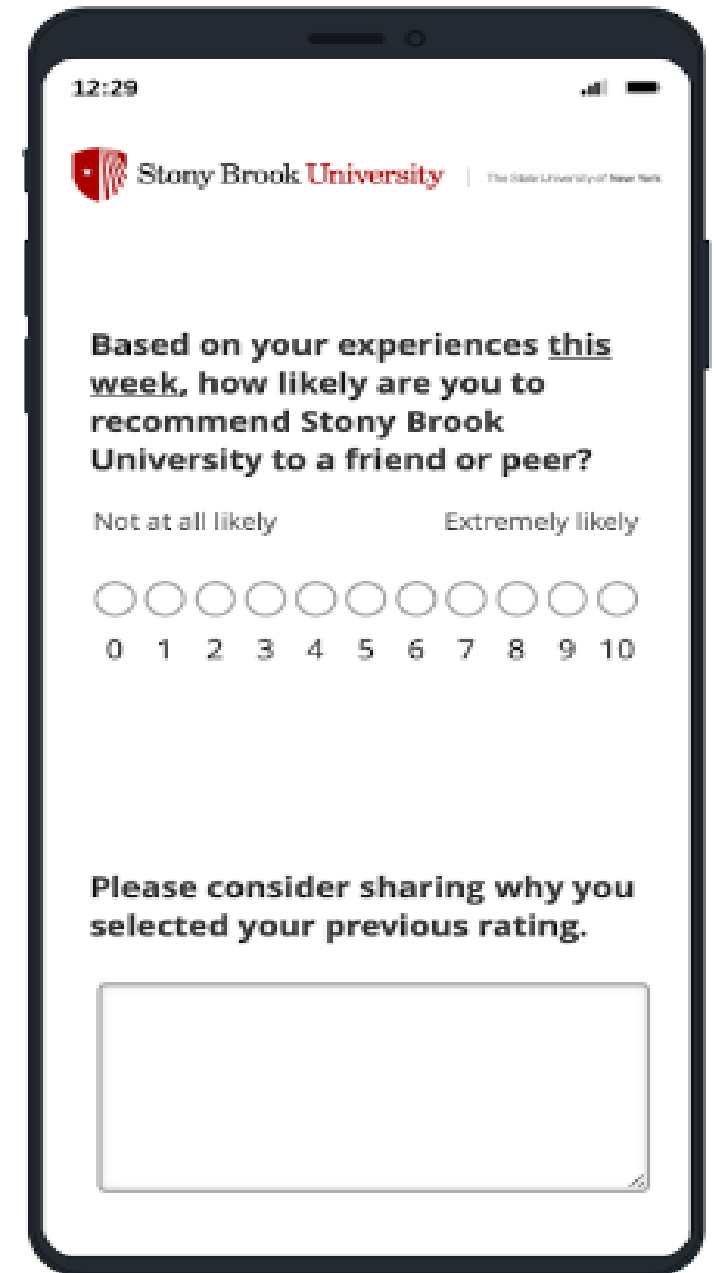
Based on your experiences this week, how likely are you to recommend Stony Brook University to a friend or peer?

Not at all likely

Extremely likely

○ 0 ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Please consider sharing why you selected your previous rating.



Incentives

Participants who complete the survey...

...before 11:59 pm this Thursday 5/25 will receive **10 raffle entries**

...before 11:59 pm this Saturday 5/27 will receive **5 raffle entries**

...before 11:59 pm on Monday 5/29 will receive **2 raffle entries**

...after 11:59 pm on Monday 5/29 will receive **1 raffle entry**

Overall, your participation should take no longer than 2 minutes and you can choose to leave any question unanswered.

We truly appreciate your time and thank you in advance!

To verify the authenticity of this survey, you may visit:

www.stonybrook.edu/isthissurveyreal

Best,

Rick Gatteau, PhD

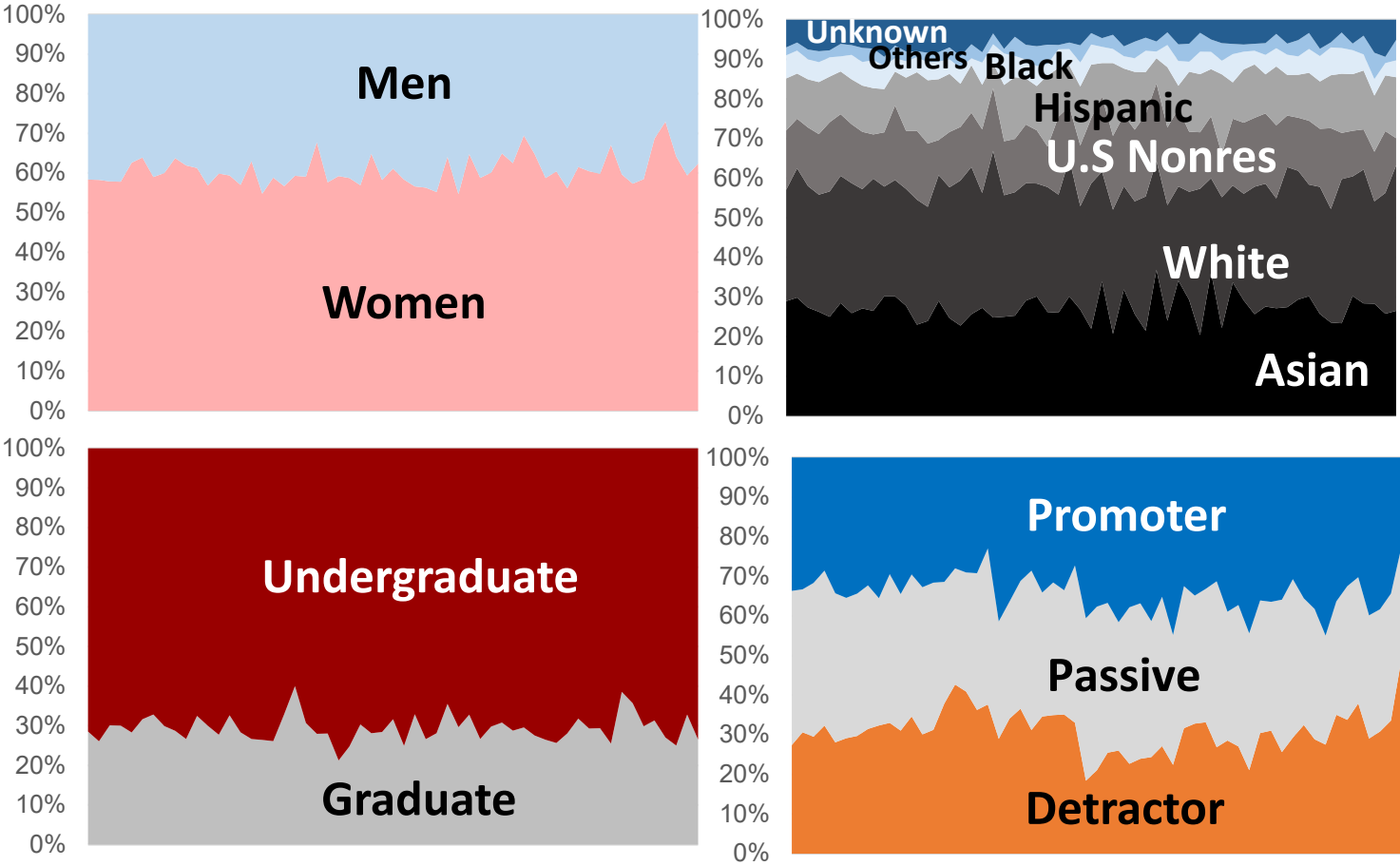
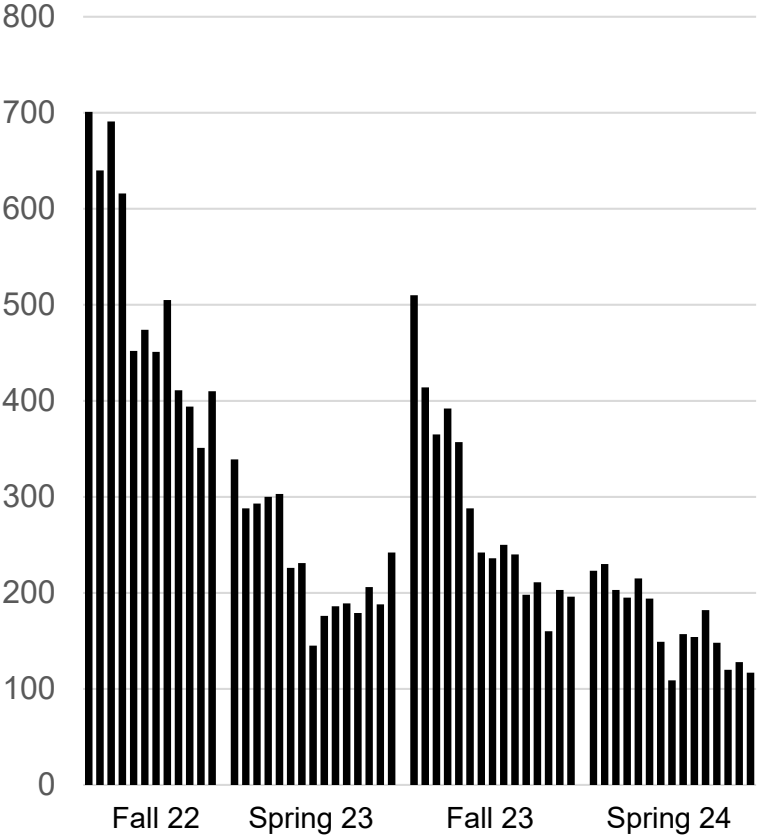
Vice President for Student Affairs



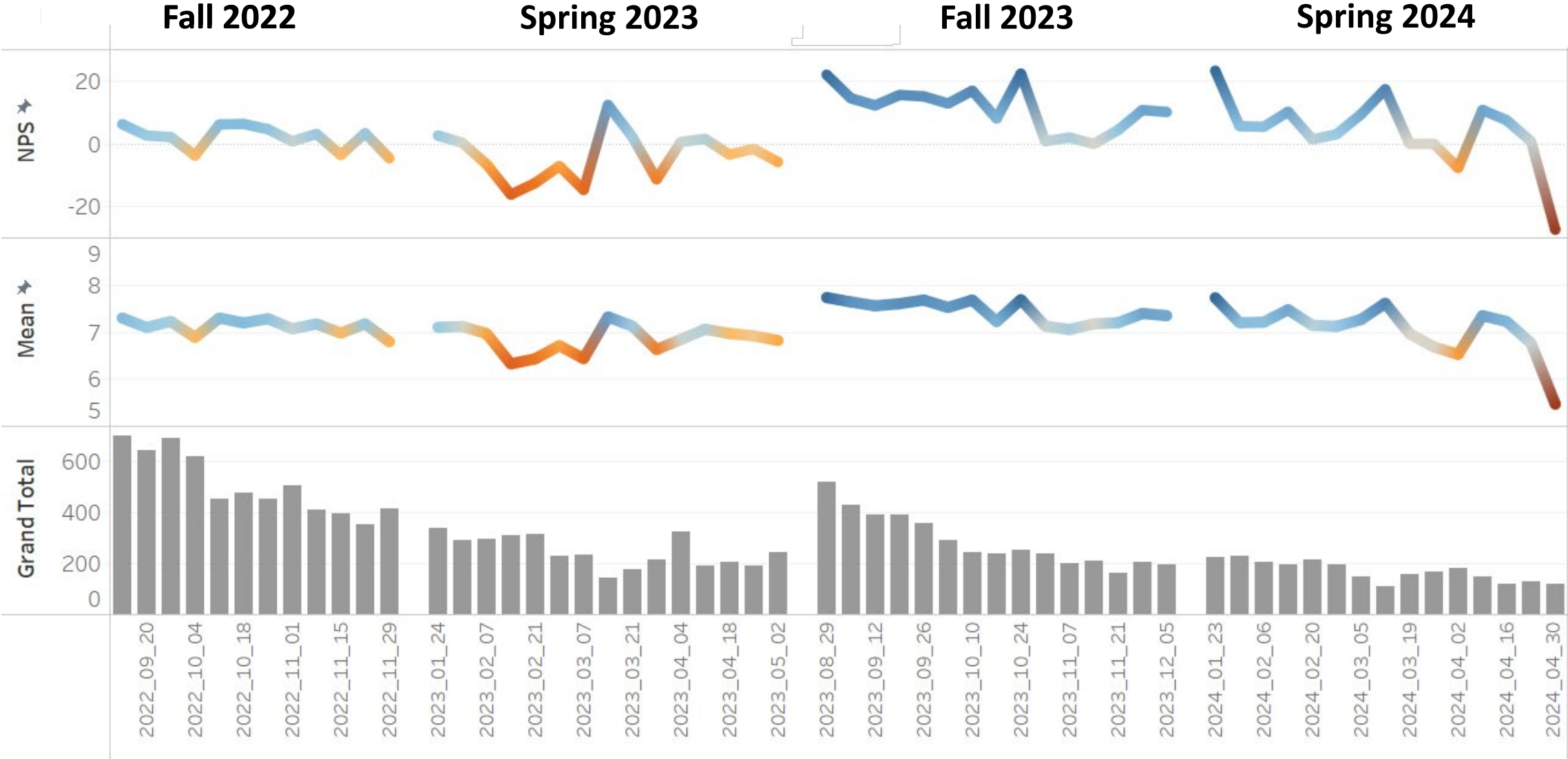
and more!

Even though response rates declined, the respondents remained representative

Respondents by Term



Monitoring



Dashboard isolates comments of a group

Pulse Survey Net Promoter Score



Tableau@stonybrook.edu
to Braden.Hosch

Wed, Apr 24, 9:15AM (10 days ago)



[View details and notes](#)



Include In Progress ... Way

Campus Residence

Survey Comments ()

By default, all responses
To choose a selected group

Pulse Survey Comment Monitoring Dashboard



StudentID	Recorded Date
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24
	04/30/24

Survey Comments, Prior Day - 4/23/2024

This list shows yesterday's comments provided on the weekly campus pulse survey. The survey is distributed on Tuesdays during the semester, with a reminder on Thursdays. It asks two questions:

- Q1 - Based on your experiences this week, how likely are you to recommend Stony Brook University to a friend or peer? [0 - Not at all likely -- 10 - Extremely likely]
- Q2 - Please consider sharing why you selected your previous rating. [Open Text]

Summary statistics are provided at the top of the page. Net Promoter Score (NPS) indicates the percentage of Promoters (rating of 9 or 10) less the percentage of Detractors (rating of 6 or lower). A NPS of 100 would indicate all responses were promoters, where a NPS of -100 would indicate all detractors.

Educational & Institutional Effectiveness and Student Affairs | Source: Qualtrics Pulse Survey & SBU Data Warehouse | Data updated: 4/24/2024 9:03:47 AM

Rating	College / School	NPS Group	Comments
10	Arts & Sciences, College of	Promoter	Excellent experience so far
10	Arts & Sciences, College of	Promoter	I like how inexpensive it is for the quality education, a beautiful campus, and engaging activities and events.

Comments

only been doing a lot of or anyone that wants r..

ever, when it comes to

i. The main complaint is

e had this week have

vn students are NEVER

nt on campus. The bds nts" started forming. Ple..

Themes from coded comments (2022-23)



	Activities	Professors	Support	Academics	Total	Program	Dining	Cost UGRD	Cost GRAD	Parking
Promoters	36%	38%	38%	34%	17%	30%	14%	17%	15%	6%
Passives	45%	31%	29%	35%	28%	30%	40%	35%	20%	25%
Detractors	19%	31%	33%	31%	25%	41%	46%	48%	65%	70%
NPS	17	8	5	3	-8	-11	-31	-31	-51	-64

AI Tools – Relative Classification

Detractors are
Non-Residents are
of 14.4% more
likely to mention
Diversity
Residents are
of 14.4% more
likely to mention
Diversity
Residents are
of 14.4% more
likely to mention
Diversity

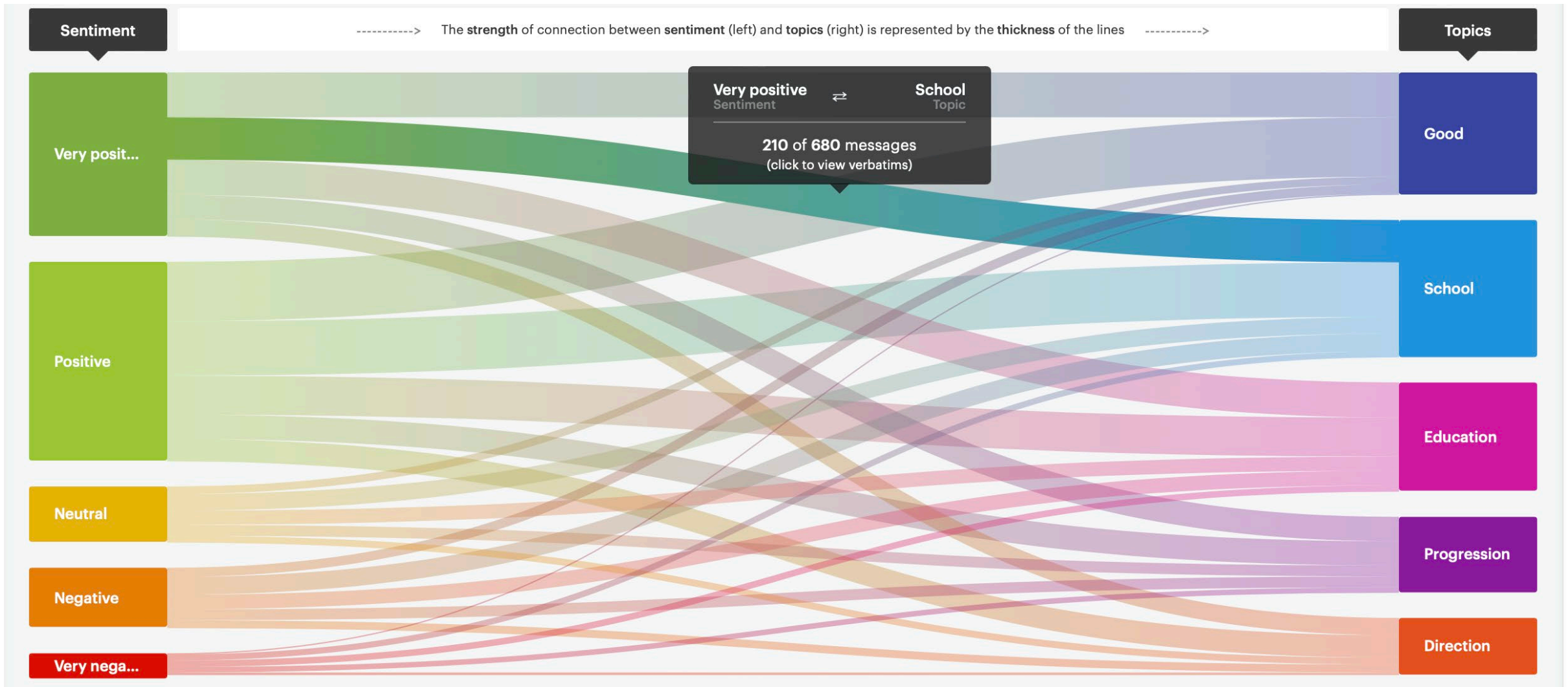
I've been able to have fun with friends at different events held at campus. I feel a little overwhelmed with classwork. most of the time I don't wait long for a bus depending on the day.

there are many clubs and those clubs often offer fun events . our campus is huge and pretty too however I think that a lot of people I've come across have let m...

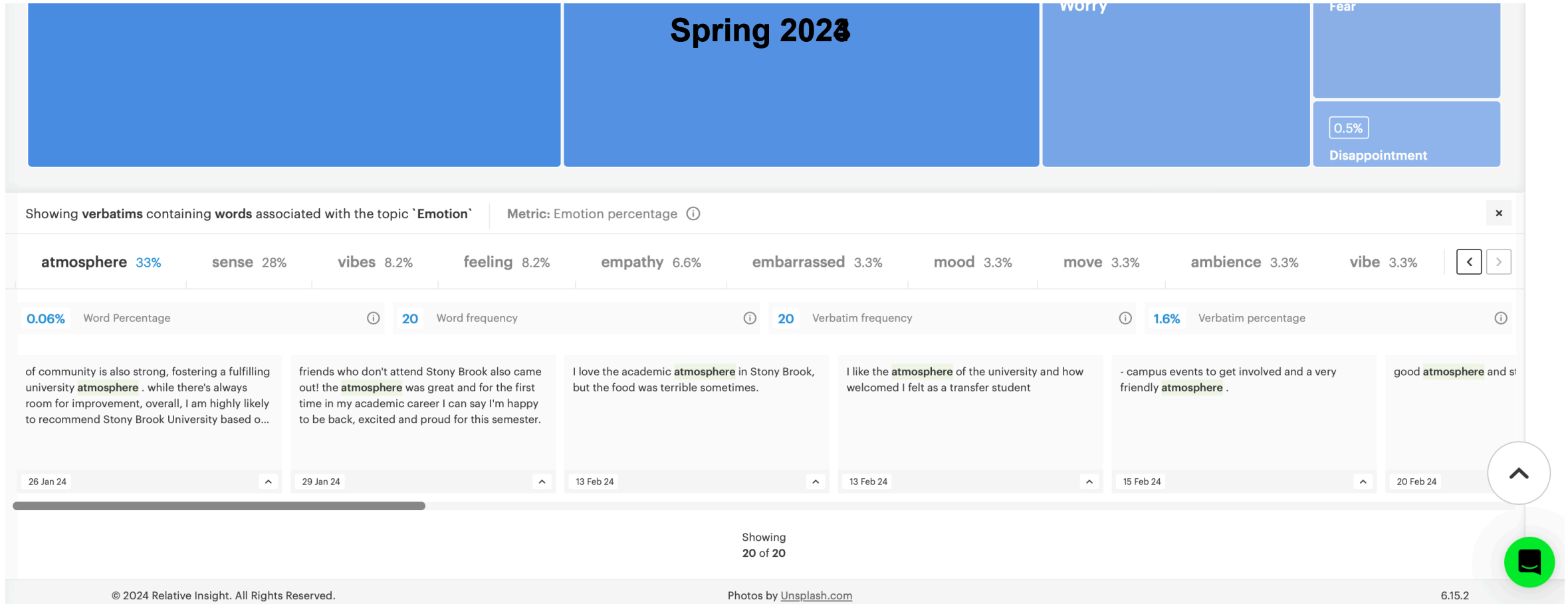
classes and major of choice. there are tons of events around campus for anyone to be actively engaged. clubs for students to get academically involved and meet new people. the food at East Side and west sid...

life. there is also not a lot of fun events , most of them are kind of boring. you need to really apply yourself and find the right friend group in order to...
to students on a regular basis.

AI Tools – Sentiment Flow



AI Tools – Sentiment Emotion



AI Tools – Thematic coding by time

Comparison: I want to learn about 1244 - Spring 2024 compared with 1234 - Spring 2023

Showing Differences between Topics

Showing: Topics (1 of 1) Custom Themes

Metric: Relative Difference

Sorted by: Significance

Significance Threshold: Default

Include: Stop Words

Student Life 1.4x

Showing verbatims associated with Student Life

Metric: Topic percentage

All words events 16% friends 8.8% community 7.8% help 6.8% friendly 6.2% clubs 5.2% social 4.6% friend 3.9% support 3.9%

2.6% Word Percentage 304 Word frequency 193 Verbatim frequency 43% Verbatim percentage 1.4x Relative difference

time, classes are generally wonderful and everyone is super friendly and open to meeting new people!

a seat. meanwhile, I didn't feel as many events as summer happening during the first week of winter.

enough for my goals and anyone academically focused. very safe campus and nice people, but it isn't truly exciting.

the handball team and a proud member of the handball club, I can't recommend this school as it feels like our club and related...

with open opportunities to events and friendly crew members around campus, I believe it is worth the campus life in...

the uni wants t

23 Jan 24 23 Jan 24 23 Jan 24 23 Jan 24 23 Jan 24

Showing 24 of 193

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AI Tools – Abstractive Summarization

In conclusion, this dataset provides a nuanced view of the student experience at Stony Brook University. While the campus is generally viewed positively in terms of its resources, community, and academic offerings, the data highlights significant concerns around the administration's handling of student activism and a perceived lack of responsiveness to student needs and concerns.

Lessons Learned

1. Responses were stable by wave (a week) but not within waves (daily and moving averages shorter than a week were not stable)
2. Late respondents were much more negative
3. Sentiment tends to decline over the course of a fall or spring semester
4. In year 2, we found most useful distribution was comment push to senior academic and student affairs leaders.
5. AI might be a solution to coding responses but the jury is out

Final thoughts

Iteration and patience have been important

Requires bandwidth in survey unit to pursue goals such as increasing response rates

We are not yet good enough with artificial intelligence tools to produce verifiable and replicable results

Conversations with senior leadership is important throughout about governance, privacy, communication