

ENSURING RESIDENCE HALL SAFETY AND SATISFACTION THROUGH MIXED METHODS ASSESSMENT

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Presentation Outline

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- Discussion/Questions

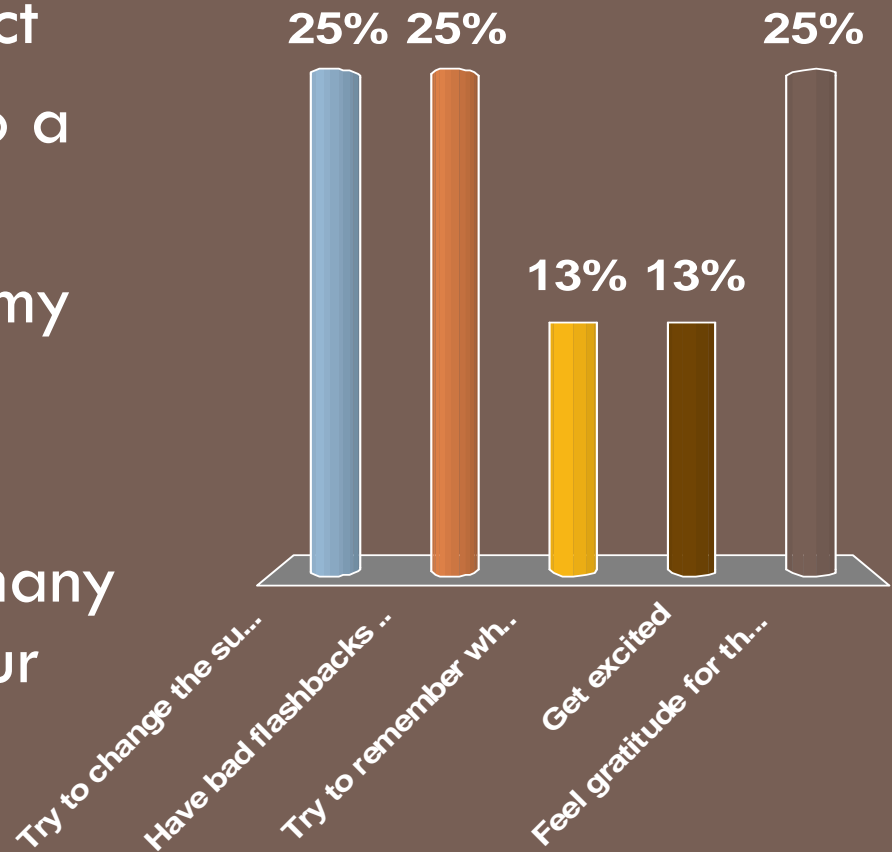
Learning Objectives

- Participants will:
 - understand how the integration of mixed methods assessment can help them improve the safety, security, and satisfaction of students in their residence halls.
 - learn about the methodology, findings, and action plans that stemmed from our assessments, which they then can apply after the conference.
 - be able to ask about and share ways to use mixed methods in assessment initiatives, as well as how to improve safety and security on campus.

Testing the Clickers:

When I hear the word “assessment,” I

- A. Try to change the subject
- B. Have bad flashbacks to a graduate school course
- C. Try to remember when my next report is due
- D. Get excited
- E. Feel gratitude for the many ways it has improved our services/programs



Why Mixed Methods?

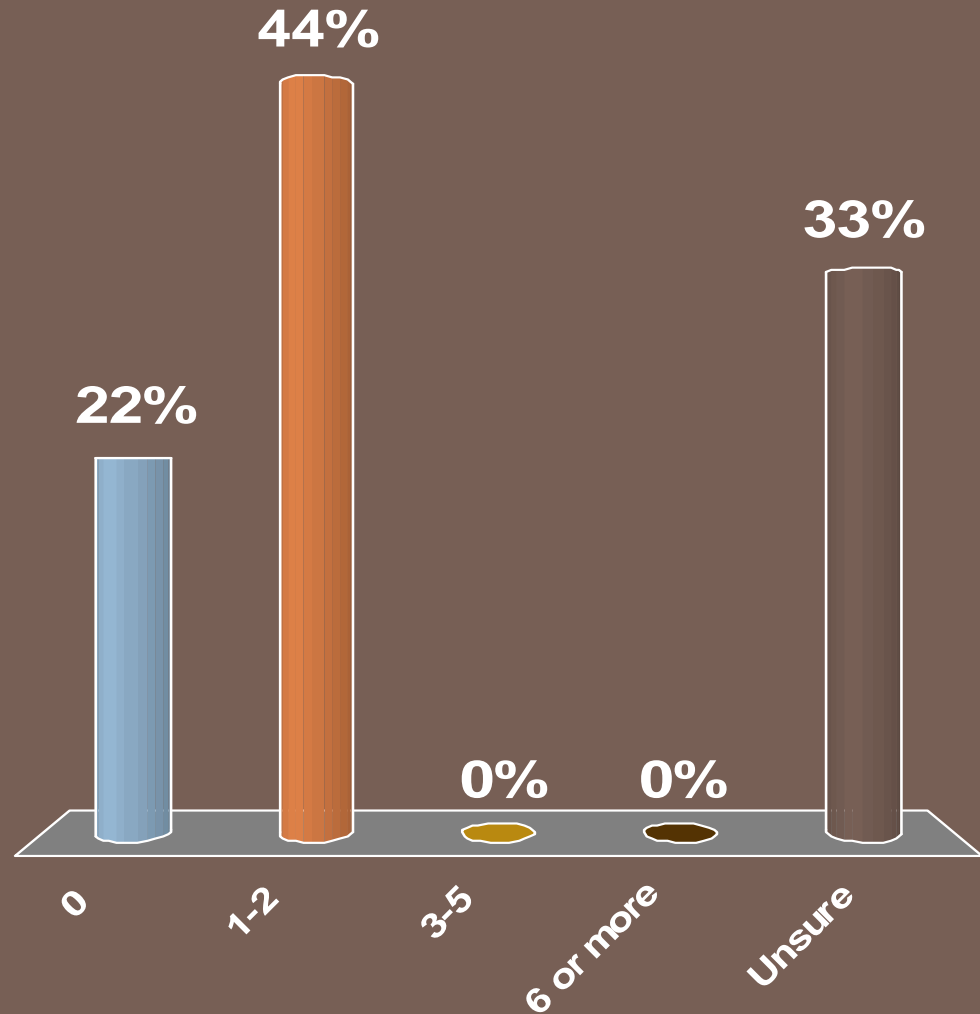
- Drill Down
 - ▣ Quantitative = What are the issues/numbers?
 - ▣ Qualitative = Why are they issues?
- Validity of Reports (You've gone the extra mile)
- High Touch Opportunities
- Students feel their voice is heard
 - ▣ "Students' meaning making"

Why Mixed Methods? (continued)

- Document Analysis makes for unbeatable tangible evidence
- There are few disadvantages to Mixed Methods assessments.
- Schuh contends that mixed methods assessments will become more widely used (*Assessment Methods for Student Affairs*, 2009)

During the past year, approximately how many mixed methods assessments have been administered in Student Affairs at your institution?

- A. 0
- B. 1-2
- C. 3-5
- D. 6 or more
- E. Unsure



Who's the Boss



Mixed Methods allows you to answer to several different “bosses” because you can narrow your focus but still probe different topics during benchmarking, focus groups, and document analysis. The VC’s focus may be Safety, the Director’s could be facilities issues, and yours could be housekeeping satisfaction...you can explore them all with a focused eye!

Flash Lights vs. Floodlights

- The Floodlight = EBI
 - ▣ What? Broad issues; not as much depth in exploration

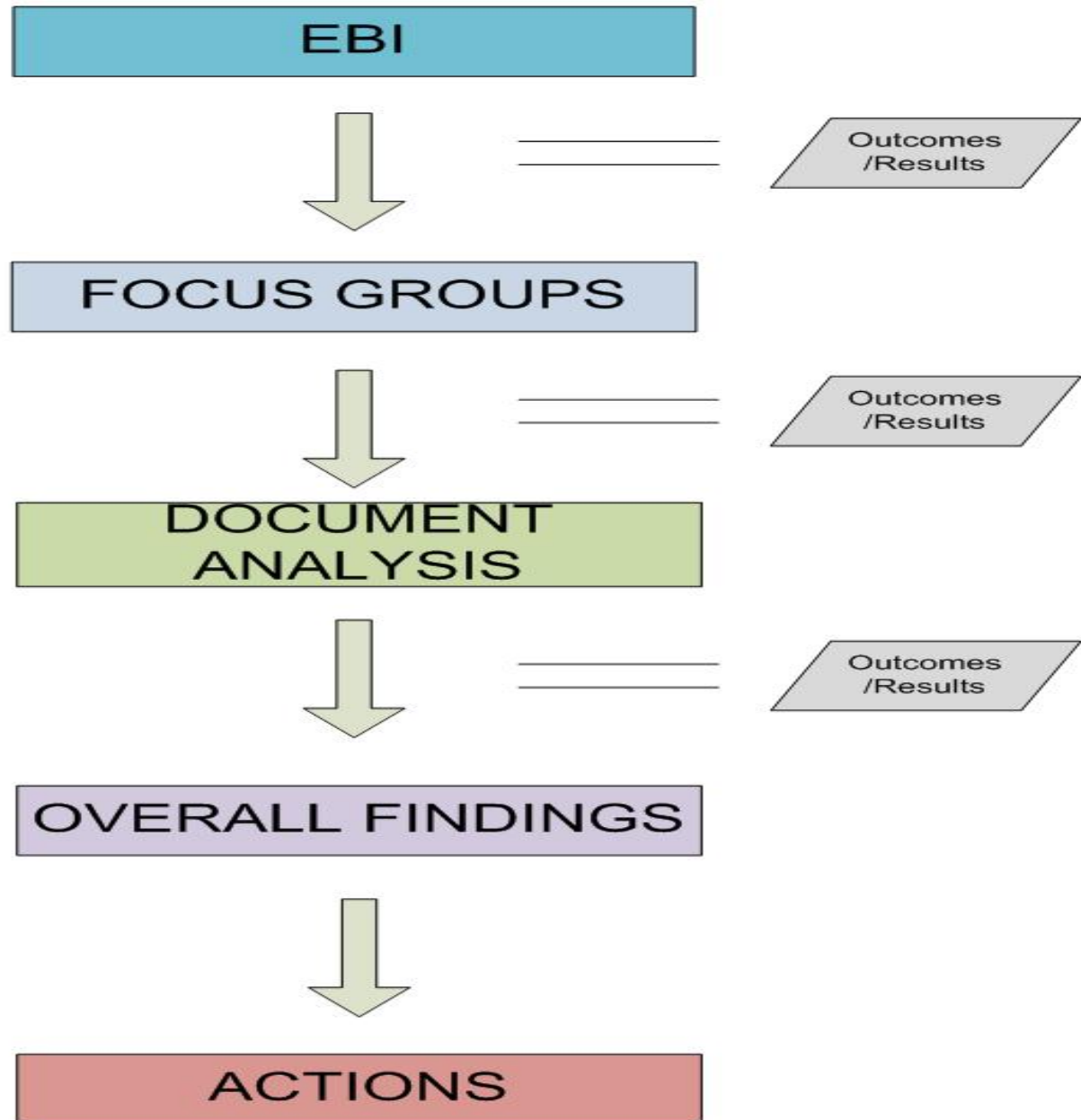
- The Flashlight = Focus Groups
 - ▣ Why? Focused, detailed look; more depth in exploration



Or, you could use a light saber!



Project Approach



EBI Survey: Overview

- Educational Benchmarking, Inc. administered the survey
- Benchmarked against three groups:
 - Select 6
 - Carnegie Class (104)
 - All Participants (284)
- 1,641 students participated (57.6% of students in the sample)
- Able to compare to the previous EBI findings

EBI Survey: Overview (cont.)

- **Student perceptions were analyzed for the following 19 factors associated with residential living:**

Hall/Apt. Student Staff

Hall/Apt. Programming

Room/Floor Environment

Services Provided

Facilities

Room Assignment or Change Process

Safety and Security

Dining Services

Fellow Residents are Tolerant

Fellow Residents are Respectful

Sense of Community

Personal Interactions

Diverse Interactions

Manage Time, Study, Solve Problems

Personal Growth

College/University

Overall Resident Satisfaction

Overall Learning Experience

Overall Program Effectiveness: Full Residence Experience

EBI Survey: Findings

- UNCW scored highly in several areas
 - ▣ satisfaction with hall/apartment programming
 - ▣ students' perceptions of the overall learning experience
- As always, you need something to be wrong
 - ▣ Bonus- if the thing that is really wrong is not really your area! (Food Services)
- Benefits of the using EBI's Custom Statistical Analysis Report (CSAR)

EBI Results- Issues?

□ Housekeeping

- In this area, UNCW ranked last among benchmark institutions, #85 among the 104 Carnegie Class institutions, and #213 among the 268 overall participants. Unfortunately, students were even less satisfied with cleaning staff attitudes.

□ Maintenance

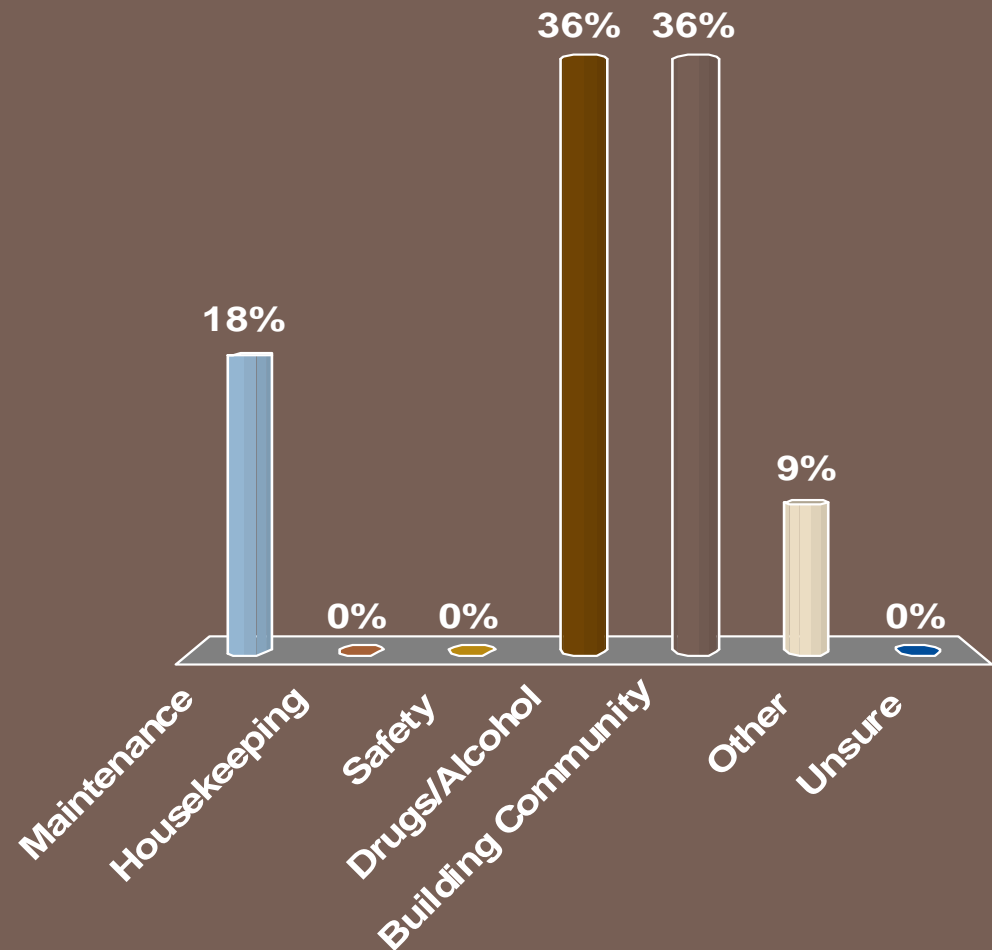
- In this area, UNCW ranked next to last among the select 6 benchmark institutions with a mean score of 4.89 out of 7.0. This question focused on timeliness of repairs in the residence halls.

□ Safety

- When students responded to the overall levels of satisfaction with the degree of safety and security in the residence halls, UNCW ranked #5 in the select 6 comparison. However, the mean score was 5.73 out of 7. (UNCW received a 5.93 out of 7 for the *Safety and Security factor* and UNCW ranked #2 out of the 7 benchmark institutions the previous year).

Which of the following areas is the most salient issue for your department of housing and residence life?

- A. Maintenance
- B. Housekeeping
- C. Safety
- D. Drugs/Alcohol
- E. Building Community
- F. Other
- G. Unsure



Focus Groups: Best Practices

(Upcraft & Schuh, 1996, 2001; Bresciani et al., 2004)

- Use captive audiences or a stratified purposeful sample
- Offer incentives
- Sequence your questions
 - ▣ Introductory questions, transition questions, key questions, summarizing questions
- Questions to avoid:
 - ▣ Multiple questions
 - ▣ Leading questions
 - ▣ Yes or no questions
- Use a digital recorder and have a note taker

Focus Groups: Establishing Rapport

- Speak clearly
- Show interest
- Control negative body language
- Remember your role
- Stay on track
- Seek clarification

(*Assessing Student Learning and Development*, Bresciani et al., 2004, p. 55)

Focus Group Themes

□ *Housekeeping:*

- Reported a dissatisfaction with the level of cleanliness in residential communities and with the attitude of the housekeeping staff
- Identified issues with the work habits of housekeeping staff with neglect of duties being the most reported issue
- Expressed a general lack of knowledge about specific cleaning schedules
- Identified weekends as a better use of time/effort for cleaning staff

□ *Maintenance/Work Order Reporting:*

- Identified timeliness of repairs and a lack of knowledge about timetables for follow up visits as major concerns
- Reported problems with physical plant response times and communication of progress reports
- Requested a mechanism for identifying when maintenance items are addressed

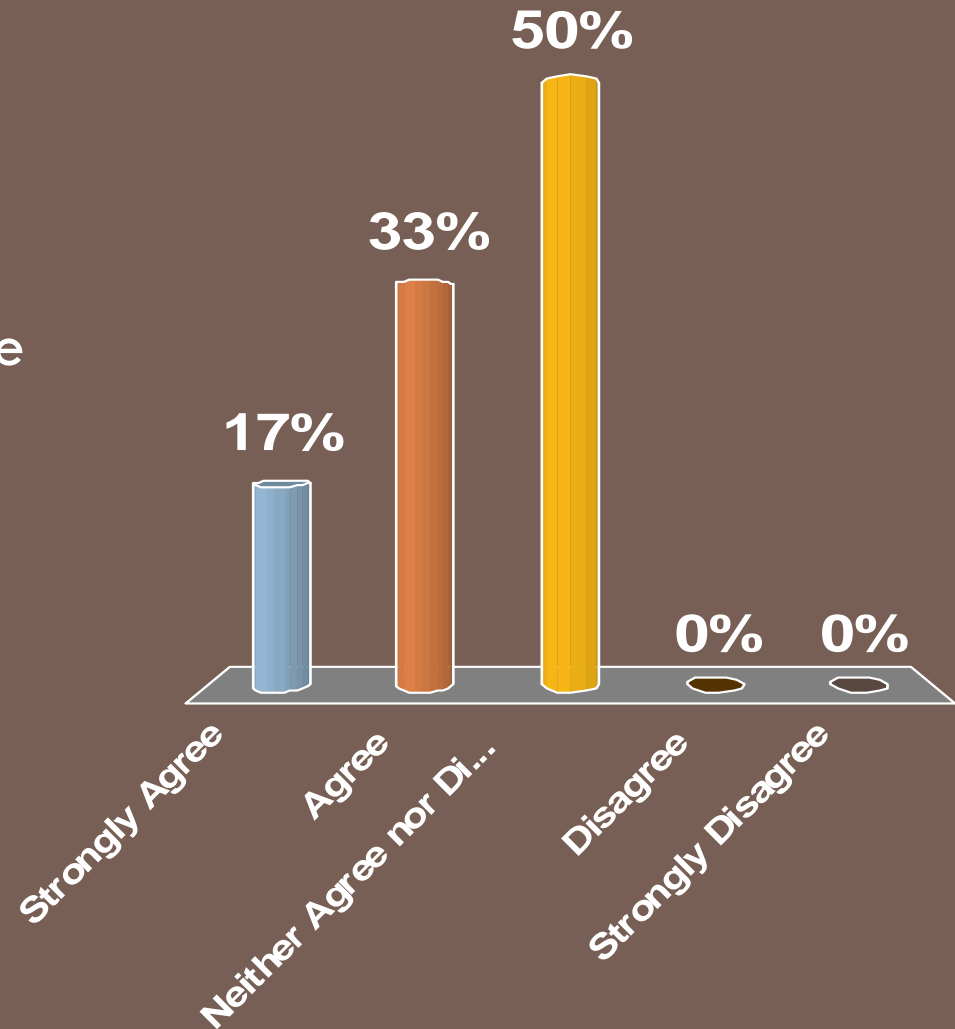
Focus Group Themes (cont.)

□ *Safety/Security Issues:*

- Gave an overwhelming positive response when asked to rate their level of safety in the residential community
- Complimentary of residential security initiatives including door access, front desk operations, and staff response
- Responded favorably to plans for integration of security cameras in all campus residential areas

Focus groups have been useful to our division of student affairs.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree

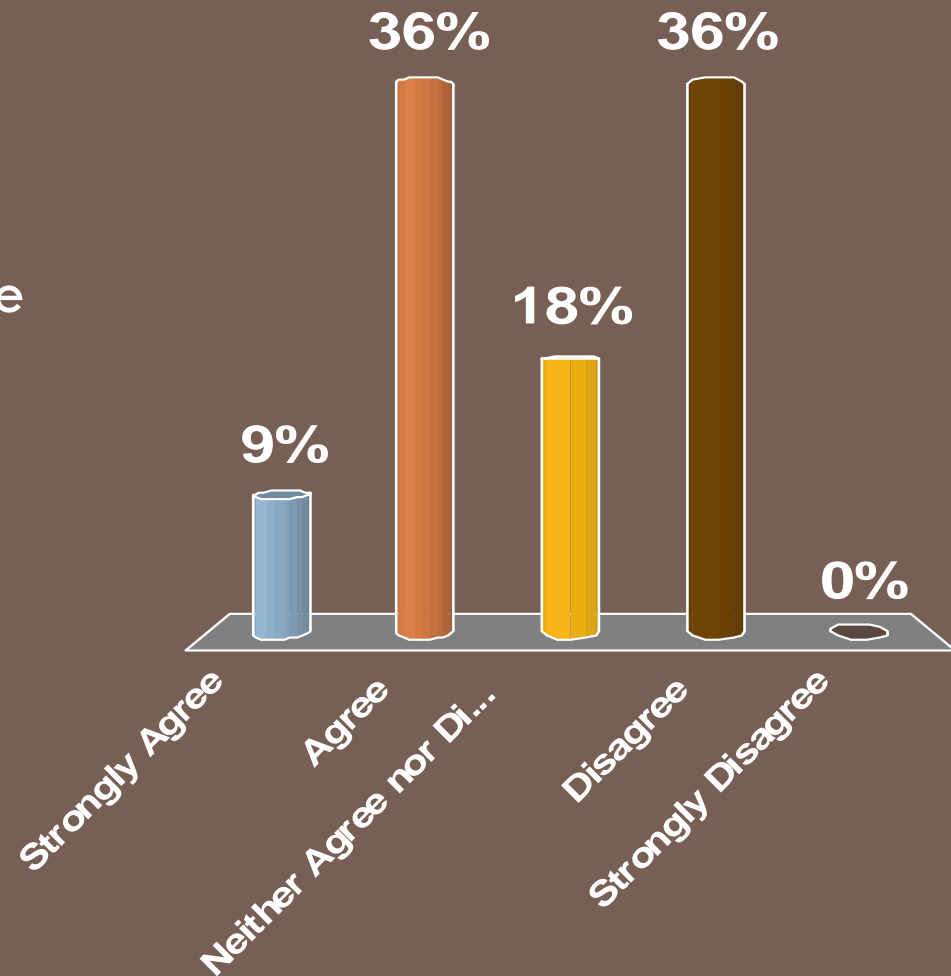


Document Analysis

- The Boss (VC) still wanted to understand the “low” scores on **Safety and Security**.
- Assistant Director called all select 6 schools with following questions:
 - ▣ Are interior and exterior doors on key or card access?
 - ▣ Front desk hours of operation and staffing?
 - ▣ Video cameras in exterior/interior areas?
 - ▣ Visitation sign-in procedures at desk areas?
 - ▣ Staff/Contractor desk sign-in requirements?
- Charting this is Powerful!

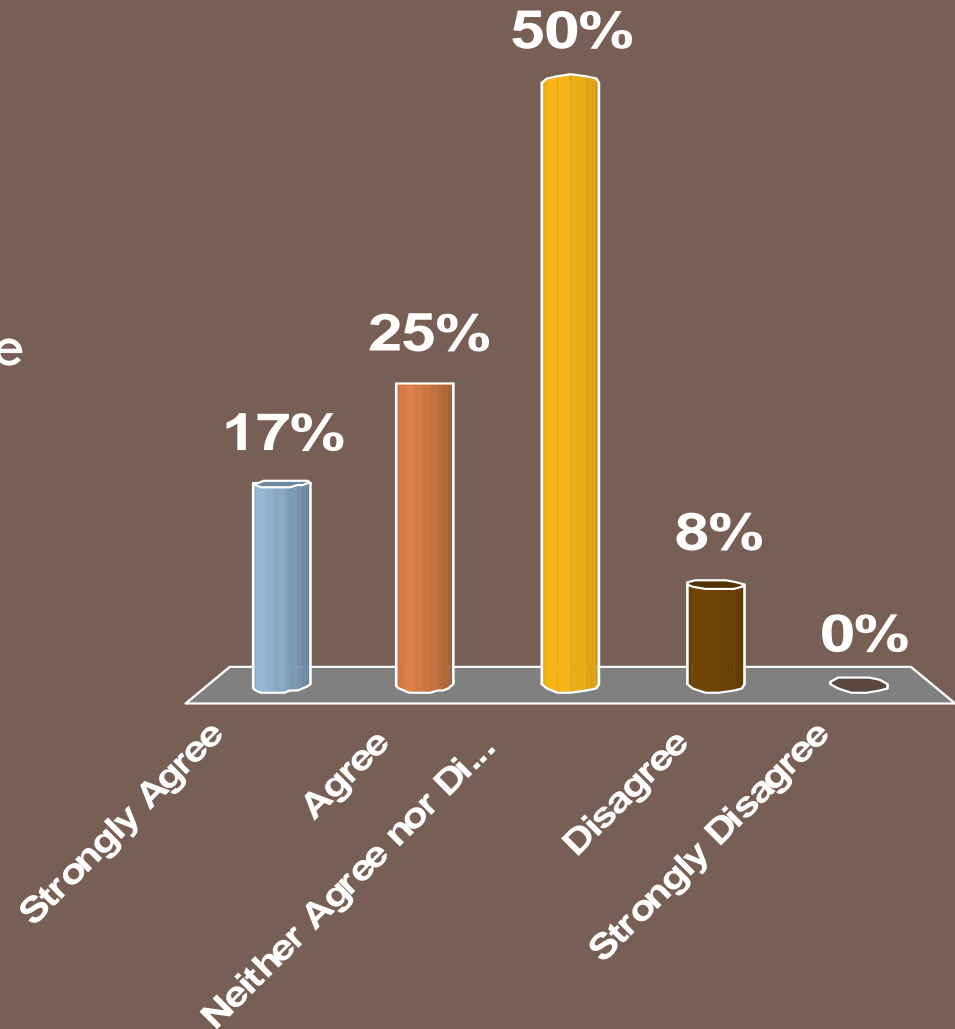
I regularly compare our practices/programs to the practices/programs at other institutions.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree



The results of assessments conducted in our student affairs division are used to enhance the services/programs for our students.

- A. Strongly Agree
- B. Agree
- C. Neither Agree nor Disagree
- D. Disagree
- E. Strongly Disagree



Actions: Housekeeping

- Implement plans to begin community restroom cleaning at an earlier hour
- Communicate housekeeping staff responsibilities, work hours, and cleaning schedules to residents in the areas
- Add weekend hours for housekeeping staff
- Introduce housekeeping staff to all residence life staff during RA training

Actions: Maintenance

- Develop “calling cards” for maintenance staff to leave when visiting rooms to update residents on progress
- Introduce maintenance staff to Resident Assistants during RA training week
- Send a reply message to residents once work orders are submitted via the on-line system with a date/time stamped receipt via email
- Establish RC administrative access in the work order system for accountability and reporting purposes

Actions: Safety and Security

- Provide Night Security training sessions three times per semester (currently twice a semester)
- Incorporate a name badge system for all independent contractors working in the halls

Sharing Best Practices

- What are other ways that you've seen mixed methods assessments used effectively in student affairs?
- What other initiatives have you used to improve safety or satisfaction in your residence halls?

Other Questions/Comments

