

# EDUCATION

*and training beyond high school*



**GEARUP**  
WEST VIRGINIA

**Survey Savvy:**  
**Strategies for getting what you need  
from your surveys – and saving time  
and money while you do it.**

Michelle Johnson, WV HEPC

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# The Collaborators

## **WV Higher Education Policy Commission (HEPC)**

- Coordinating body for higher education in WV
- Division of Student Success and P-20 Initiatives administers GEAR UP
- Plans, coordinates, and monitors all GEAR UP services for students in 10 counties

## **Edvantia, Inc.**

- Not-for-profit educational research, evaluation, and development company
- Responsible for leading design, implementation of the GEAR UP evaluation in West Virginia

## **Xcalibur, Inc.**

- Developer of SCRIBE for GEAR UP – Longitudinal Student Tracking Product

# Goals of our Discussion

- To demonstrate how collaborative coordination benefited data collection efforts for West Virginia GEAR UP in our first 4 years.
- To share best practices on creating and disseminating surveys within your grant.
- To discuss best practices for getting access to survey data and improving response rates.
- Thoughts on reviewing the data once collected.

# West Virginia GEAR UP

- Six-year state grant
- Will serve more than 13,000 students from 2008-2014
- 10 counties, more than 5,000 students per year
- 2014 cohort and 11<sup>th</sup> and 12<sup>th</sup> graders each year of the grant
- 14 High Schools

# West Virginia GEAR UP Service Areas and Schools

Fall 2009 school year



**SOUTHWESTERN REGION** - served by *Southern West Virginia Community and Technical College*

**BOONE:** Madison Middle; Sherman Junior High; Sherman High

**LINCOLN:** Duval P-8; Hamlin P-8; Harts Interm 4-8; Guyan Valley Middle; Lincoln County High

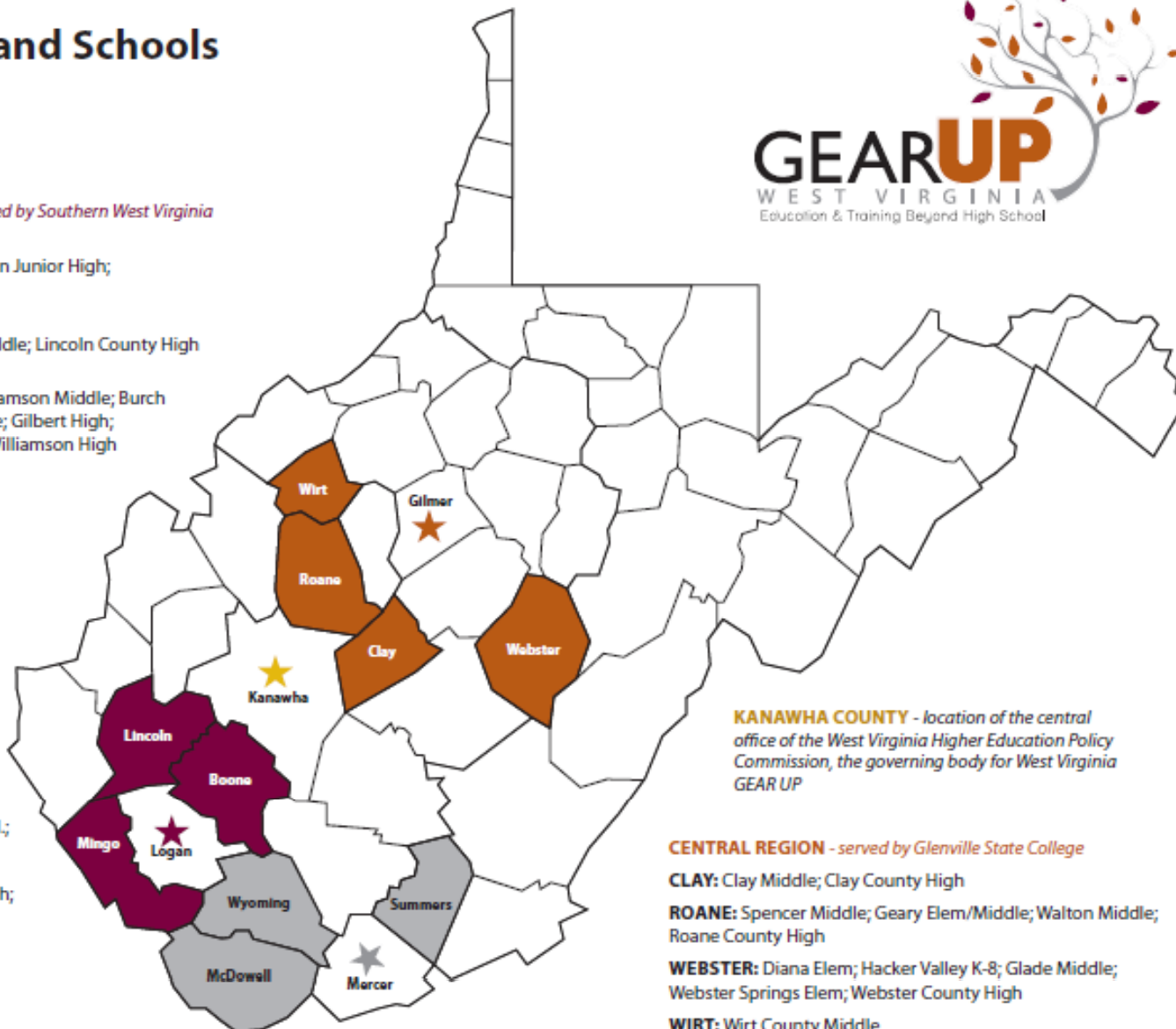
**MINGO:** Kermit Area K-8; Lenore K-8; Matewan Middle; Williamson Middle; Burch Middle; Burch High; Gilbert Middle; Gilbert High; Matewan High; Tug Valley High; Williamson High

**SOUTHERN REGION** - served by *Concord University*

**MCDOWELL:** Southside K-8; Sandy River Middle; Mount View Middle; Mount View High; Big Creek High; Jaeger High

**SUMMERS:** Summers Middle; Summers High

**WYOMING:** Baileysville Middle; Glen Fork Middle; Herndon Consol.; Huff Consol.; Mullens Middle; Pineville Middle; Oceana Middle; Road Branch Middle; Westside High; Wyoming County East High



**KANAWHA COUNTY** - location of the central office of the West Virginia Higher Education Policy Commission, the governing body for West Virginia GEAR UP

**CENTRAL REGION** - served by *Glennville State College*

**CLAY:** Clay Middle; Clay County High

**ROANE:** Spencer Middle; Geary Elem/Middle; Walton Middle; Roane County High

**WEBSTER:** Diana Elem; Hacker Valley K-8; Glade Middle; Webster Springs Elem; Webster County High

**WIRT:** Wirt County Middle

# The Evaluation

- 16 Questions:
  - 5 formative, 9 outcomes, 2 sustainability
- Rigorous, longitudinal quasi-experiment
- Embedded design using mixed methods
  - Multiple data collection methods
    - Student Surveys
    - Parent Surveys
    - School Personnel Surveys

# The Surveys

- Administered annually
  - Mid-year administration for students and parents
- In-depth
  - Address multiple indicators of program success
  - Include federally-required questions
- Paper and electronic (Year 4)
  - Synchronized with Data Management system
  - Real time reports on completion rates and survey responses from data system



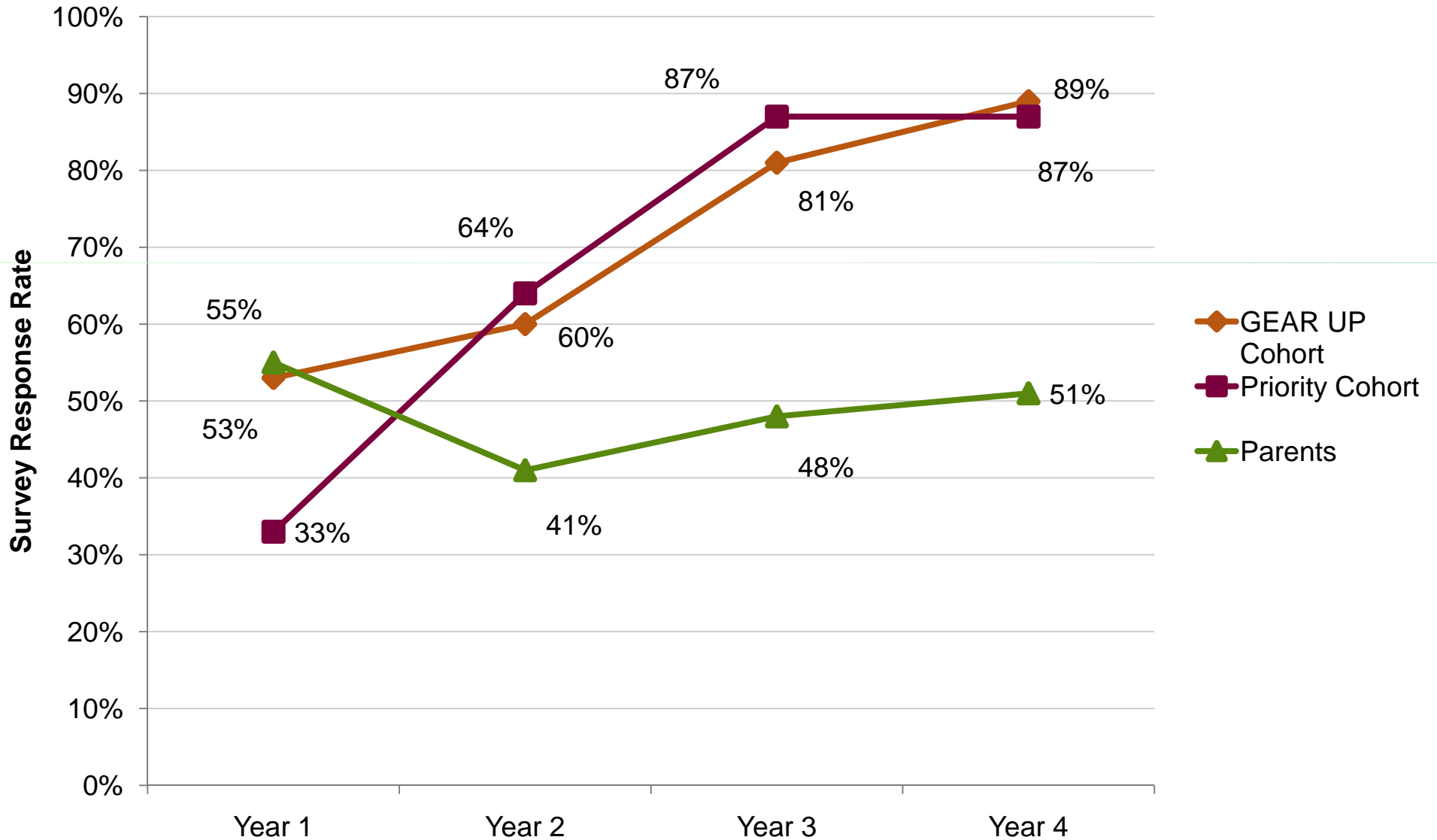
# The Survey Takers

- Students
  - Cohort Students (Class of 2014)
  - Priority Students (Grades 11 & 12 each year)
  - Comparison Students (Classes of 2013 & 2015)\*
- Parents
  - Cohort Parents
  - Comparison Parents\*
- School Personnel

# Summary of Years 1-4

- Site Coordinators Manage Survey Administration
  - Took ownership of process in Year 3
- Primary delivery is electronic not paper (Year 4)
- Collected Student Release Forms (Year 1 - now)
- Transitioned from **firm deadlines** to **flexible**
  - Depends on site coordinators needs, response rate
- Created incentives for Site Coordinators and student groups (Year 4)
- Integrated Survey Data collection and reporting with our data system (Year 4, primarily)

# Years 1-4 Survey Responses



# **Best Practices**

**What we have learned ...**

# Create/Modify Survey

## Developing Survey:

- Plan Survey for years (7-12)
  - FAFSA Questions for 11/12 graders (others too)
  - HS level courses for (9-12 grades)
- Comparison Groups
  - remove GEAR UP specific questions

## Number of Questions:

- Include the required questions
- Plan questions around your objectives
- Plan reasonable number of questions—include only what you need and not more

## Modifying the Survey:

- Each year review the survey(s), identify if improvements can/need to be made.

# Survey Delivery

## When to deliver:

- Create Calendar
- Use multiple deadlines (be flexible)
- Every year for targeted groups (e.g., students)
- As needed for comparisons
- After activity delivery

## How to deliver:

- Computer labs (students)
- At events (parents and students)
- From Website
- Use iPads and Computers at events
- Paper (as needed)

## Getting help at the ground level:

- Train Site Coordinators each year how to use tools
- Work with Site Coordinators AND students
- Create Incentives / Competitions

# Calendar We Follow

July	Create or Modify Survey
August	
September	If Necessary Create or Modify Survey
October	Produce surveys and necessary materials
November	Student / Parent Surveys are Open
December	
January	
February	If Necessary final push for better Student / Parent Response Rates
March	Analyze and Disseminate Student & Parent Data
April	
May	School Personnel Survey are open
June	

# Coordination with SCRIBE

## **Savings (Time and \$):**

- Reduce cost (mailings, printing, and stamps)
- Reduced staff time (production and processing saved ~400 hours last year)
- With the \$\$ saved – able to remain under budget

## **Real time access to results:**

- Can look at response rates and analysis by school from SCRIBE
- Can review overall completion rates from report out of SCRIBE

## **Improved Response Rates and other items:**

- Site Coordinators have access to SCRIBE to see which students have not completed surveys



# Other Benefits

## Improved Data:

- Additional Data collected at same time
  - Student Release Forms
  - Missing Information about students
- Can make Adjustments to work plan for following year (i.e., Job Site Visit)

## Analysis:

- Have time to analyze the data for different purposes
- Triangulation
  - Data system helps with this – all data in one place

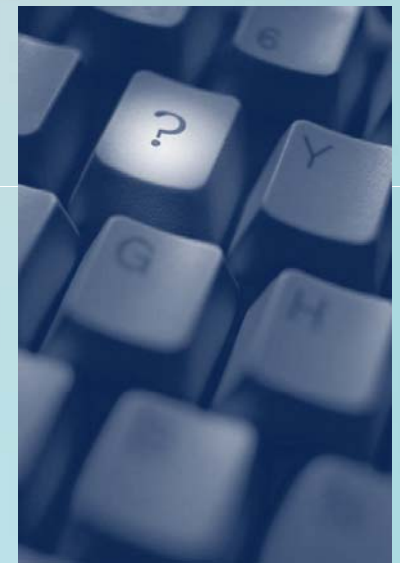
## Improved Response Rates and other items:

- Recognition and Incentives for high response rates – Site Coordinators and students (HERO)

# What can work for you?

## Takeaways

- Set calendar early
- Sample surveys
- Your data tracking system can be a great asset
- Your team (site coordinators AND students) can help
- Plan to analyze and disseminate



# Survey Savvy

## Contact Information

Copies of this presentation are available at [www.wvgearup.org](http://www.wvgearup.org) in the Resources section under the Educator Resources tab.

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