2010 Student Satisfaction Survey

Web-Enabled Survey System (WESS)
University Park College Training

Student Affairs Research & Assessment Office
(814) 863-1809
After completing this training, you should be able to:

• Navigate the WESS system
• Differentiate between categorical and scale questions
• Understand the different report types
• Understand the different tabs
• Be able to filter your data appropriately
• Be able to run cross-tabulations
After completing this training, you should be able to:

- Create custom charts
- Benchmark your college against University Park in the aggregate
- Share reports with colleagues
When you log on to WESS for the first time, you will be asked to read and accept the confidentiality statement of our partners, Educational Benchmarking, Inc. (EBI).

This is the Main Menu, which you will see after you have logged in.
The Interactive Reports section provides several report options as seen in the left frame.
• The first Interactive Report is Official Penn State Results.
• This report provides an overview of responses to all questions on the survey.
• You can view each question by mean (previous screen) or frequency (this screen).
• Use the radio buttons in the Report Selections area to select the mean or frequency report.
Sharing Reports

• Click on the Export to PDF button
• A PDF file of whatever report you are viewing will be created
• Save the file to your computer
• You can now share the report with whoever you wish
• Some browsers with pop-up blockers may prevent you from initially downloading the PDF file. You will have to allow pop-ups from the WESS system to download the file.
• The next report is on factors.
• Factors are ideas or concepts comprised of individual survey questions that statistically, theoretically, and logically “hang together.”
• These factors were derived by our partners at EBI after consultation, review, and approval by SARA.
• This first tab reports the mean scores for each of the four Factors.
• The next tab reports frequencies for each Factor.
• The next tab reports the Factor mean score and the mean scores of the individual items that constitute the Factor.
The next tab, Means by Category, reports Factor means by a category you choose (e.g., gender, class standing, race). Note that information will not be reported for categories that contain less than 10 responses (e.g., transgender).
The next tab, Frequencies by Category, reports Factor frequencies by a category you choose (e.g., gender).
The next report, Scaled Questions, reports means and frequencies of questions that had a response scale (e.g., Very dissatisfied to Very satisfied).

The first tab reports the means for each question.
• The second tab reports the frequency distribution for each question and also provides the mean.

• The graphic shows Very and Somewhat dissatisfied in red, Neutral in yellow, and Somewhat and Very satisfied in green.
• You can choose a category (e.g., age, gender, residential status) to compare means and frequencies of different groups.
• The red line in the graphic represents the mean of the combined categories for comparison with the means of the individual groups.
• Information for groups with less than 10 respondents are not reported.
This tab allows you to see the frequency distribution by category.
• In the Categorical Questions report, you will be able to see the frequency distribution for non-scaled questions (e.g., demographics, usage frequencies for services).
• By using the Report Selections box, you can choose only to see the items you are interested in.
• By using the Advanced Options, you can customize your data output.
Here you can select any two **categorical** questions to cross-tabulate.
• In the cross-tabs report, you can cross any two questions in a chart or…
### Tabular format

#### Question 005: Please focus your responses to the following questions on your current Penn State location. How satisfied are you with the overall quality of: The safety and security at your campus?

<table>
<thead>
<tr>
<th>D076. What is your gender?</th>
<th>(1) Very dissatisfied</th>
<th>(2) Somewhat dissatisfied</th>
<th>(3) Neutral</th>
<th>(4) Somewhat satisfied</th>
<th>(5) Very satisfied</th>
<th>Mean</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5 (0.69%)</td>
<td>17 (1.9%)</td>
<td>42 (4.7%)</td>
<td>197 (22.2%)</td>
<td>625 (70.5%)</td>
<td>4.6</td>
<td>886 (41.9%)</td>
</tr>
<tr>
<td>Female</td>
<td>5 (0.4%)</td>
<td>19 (1.6%)</td>
<td>78 (6.4%)</td>
<td>357 (29.2%)</td>
<td>762 (62.4%)</td>
<td>4.52</td>
<td>1221 (57.8%)</td>
</tr>
<tr>
<td>Transgender</td>
<td>0 (0.0%)</td>
<td>0 (0.0%)</td>
<td>0 (0.0%)</td>
<td>1 (100.0%)</td>
<td>0 (0.0%)</td>
<td>4</td>
<td>1 (100.0%)</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>1 (20.0%)</td>
<td>0 (0.0%)</td>
<td>0 (0.0%)</td>
<td>2 (40.0%)</td>
<td>2 (40.0%)</td>
<td>3.8</td>
<td>5 (0.2%)</td>
</tr>
<tr>
<td>Totals</td>
<td>11 (0.5%)</td>
<td>36 (1.7%)</td>
<td>120 (5.7%)</td>
<td>557 (26.4%)</td>
<td>1388 (65.7%)</td>
<td>N/A</td>
<td>2113 (100.0%)</td>
</tr>
</tbody>
</table>

- Display Percentages
• University Park students were asked their major and 9 questions related to alcohol consumption.
• The College Level report details information about your college (identified under the red bar).
• In this tab you can compare your college’s results with the factor means of all UP respondents.
• In this tab, your college’s means on scaled questions are compared with those of the UP aggregate.
In this tab, you can access the frequency distribution for your college.
• This tab shows the results of your college’s data for the categorical question of your choice, chosen in the Report Selections box.
• This tab allows you to compare the means for your college with those of all UP respondents in the aggregate on UP’s ISQs.
• This final tab allows you to compare the factor and question means for your college with those of all UP respondents in the aggregate.
Filtering Reports

- The default reporting option is all respondents from University Park.
- To create a filter, choose Filtering On and New.
- Click on one of the questions (e.g., gender) and choose an option (e.g., female) to filter your results.
- Once a filter is created, you can save it for future use.
- Be sure to click Filtering Off when you are finished to deactivate the filter.
• About this Assessment provides information about the factors, your comparison groups, copies of the survey, etc.
• My Documents is where you will find a PDF of your campus report prepared by EBI.
• Help & Support – Exactly what it sounds like 😊
Review

• **Categorical question**: Responses can be placed in categories such as gender.

• **Cross-tab**: A function allowing you to choose two variables to cross. The result is a frequency distribution for each response of the two variables.

• **Factor**: A group of statistically-related questions that describe a broad concept more completely than just a single question.
• **Filter**: A filter can be applied to any interactive report to view the results of a selected segment of your population (e.g., men).

• **Frequency**: Frequencies show the percentage of survey respondents who responded to each survey item option (e.g., 80% responded “very often”).

• **Mean**: The arithmetic average.
Review Continued

• **Scaled Questions**: All questions from the survey that were answered using a response scale (e.g., Very dissatisfied to Very satisfied).

• **Statistical Significance**: A relationship is statistically significant if it is unlikely to have occurred by chance. Levels of significance are reported as p-values. Commonly, a p-value $\leq .05$ is considered significant.
For More Information…

• This presentation and additional training materials are available on the web at:
  http://www.sa.psu.edu/sara/stusatis sho.shtml

• EBI WESS Help
  Email: helpdesk@webebi.com
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