

Closing the Loop: Lessons Learned from Year of Pocket Surveys

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What We Know in IR

Student Experience Surveys

Low Response Rates

- Length of Survey
- Survey Fatigue
- Low response rates for minority students
- Do they close the loop?
 - Changes?
 - Why should students fill out?

Luther Seminary Culture

Surveys

Everyone wants to do a survey of students

- Small student body
- Few surveys of entire student body
- Not closing the loop
- ATS Required Surveys
 - ESQ (fall)
 - GSQ (spring)
- Ad-hoc surveys events and programs
 - Independent of IR office
 - Often no demographics



Why Student Experience Surveys?

Accreditors require us to do so

- Association of Theological Schools
- Higher Learning Commission

Good practice

- Data about students
- BUT, do they close the loop?



Pocket Surveys

History

AIR Forum Presentation 2023

- Micro Surveys, Bemidji State University
- Best AIRUM presentation prior

Translating to Luther Seminary

- Conception of Pocket Survey name
- Short surveys
- Timely topics & actionable areas
- Closing the loop
- Increasing response rates

Pocket Surveys

Planning Workgroup

- Demographic Questions
- Suggested areas to work with

Demographic Questions

- Gender
- LGBTQIA2S+*
- International/Domestic
- Domestic Race/Ethnicity *
- Degree Program
- Learner Type
- Time at Luther Seminary *



Pocket Surveys

Creating, Disseminating, and Communication

- Areas develop ideas/questions; IR edits
 - 5-6 Close-ended questions plus demographics
 - 1 Open-ended question
- Anonymous link sent to students through various channels
- Survey open one week
- IR creates two reports
- Student report
 - Full report to area
- Students receive
 - IR prepared student report
 - Communication from area regarding results & changes



Topics & Response Rates

Topic	Total Response Rate	BIPOC Response Rate
Technology	54%	27%
Academic Advising	49%	15%
Inclusion & Belonging	44%	10%
Student Finances	32%	12%
Student Council	24%	3%
Chapel	41%	7%
Registrar	26%	11%

The Positive

- High(er) response rates than traditional student experience surveys
- Positive student feedback
- Closing the loop with changes & potential changes
- Data used for other purposes on campus
 - Task Forces
 - Inclusion & Belonging
- Helps with accreditation
- Changes made by areas
 - Academic Advising
 - Registrar

Challenges

- Timing
 - Challenging topics
 - Other events
- Lower participation of International and BIPOC students
- Data literacy & communication
- LGBTQIA2S+ demographic question
- Student vs. Full report
 - Protecting anonymity
- Survey Fatigue
- # of Questions
 - Matrix
 - Open Ended



Lessons Learned

- Work with communications team
 - Developing questions
 - Reports to students & community
- Data literacy
 - Quantitative with qualitative
- Fewer Surveys
 - Survey Fatigue
- IR Survey Calendar & Timing
 - Annual surveys & HLC student survey
 - Challenges with ad-hoc by other areas
- More time for areas to develop questions
- Demographic Questions
 - LGBTQIA2S+
 - Race/ethnicity only for domestic students



Moving Forward

- Number & Timing
 - 4 Pocket Surveys 2024-2025 Academic Year
 - Admissions
 - Communications and Marketing
 - Writing Center
 - ???
 - IR survey calendar
 - 2 Fall; 2 Spring
- Finding areas interested in doing Pocket Surveys
 - Focus
 - Timing
 - Role IR plays in survey development
- Response Rates
 - Completed vs. Attempted
 - All questions optional
- Sharing Pocket Survey model with other ATS schools



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