

Taking the Pulse of the Campus: How to Launch and Use a Two-Item Pulse Survey

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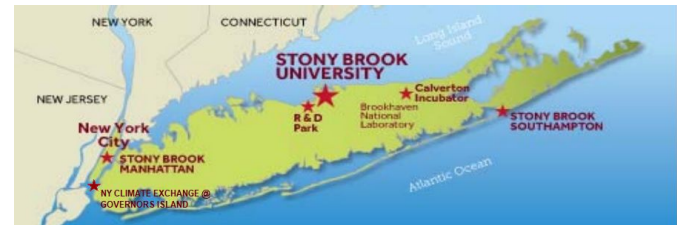
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tinyurl.com/AIR2023-IRPE-CRAFT



Stony Brook University

25,710 Fall 2022 headcount enrollment	1410 Median SAT 2022 (test optional)	94 Avg. high school GPA
68% 32% Undergrad Graduate	38% Receive Pell grants	31% 19% White URM
15,544 Fall 2022 employees including hospital	2,918 Fall 2022 faculty full-time & part-time	#77 U.S. News & World Report Rank 2023
3.8 Billion USD annual budget 2022	1957 Founded	2001 Joined AAU



Higher education survey research is too slow. We need to be faster.



Survey research is valuable but with long cycle time, high survey fatigue



Solution = more frequent, regular surveys with just one question

We proposed a weekly pulse survey



Take the pulse of the community on a regular basis, while mitigating the negative impacts

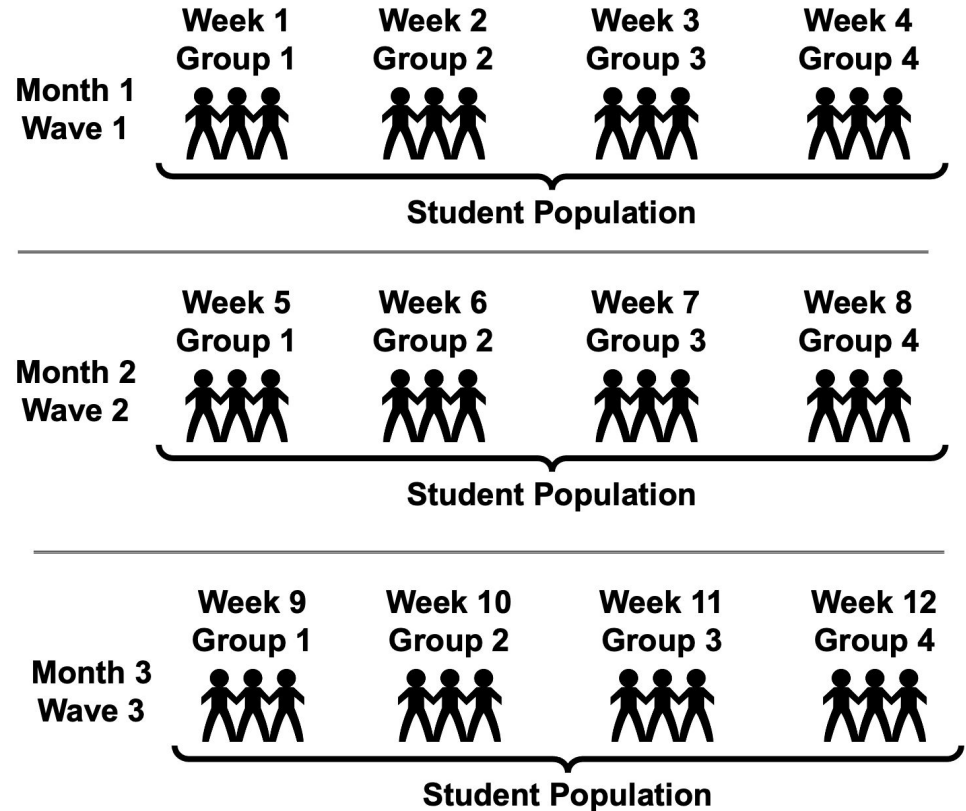


Monitor for stability, build out a reporting platform, and socialize insights with stakeholders

Administration Approach

Academic Semester

About 6,000 subjects per group



Net Promoter Score (NPS)



$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 }$$

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.

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.

Promoters -- They love you. They are your repeat customers. They are enthusiastically evangelical about you and recommend you to others.

Email (+reminder)

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_I0rww_d8SAedJiPE&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!

Instrument in Qualtrics

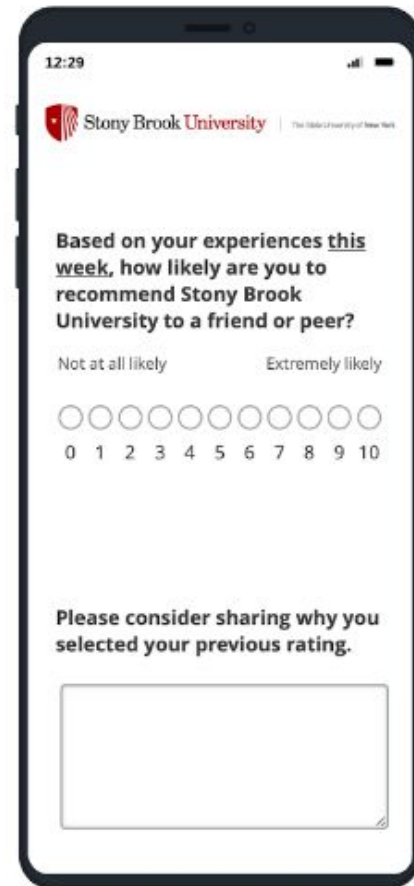
Based on your experiences this week, how likely are you to recommend Stony Brook University to a friend or peer?

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

Note that 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!

Considerations

Murphy's Law

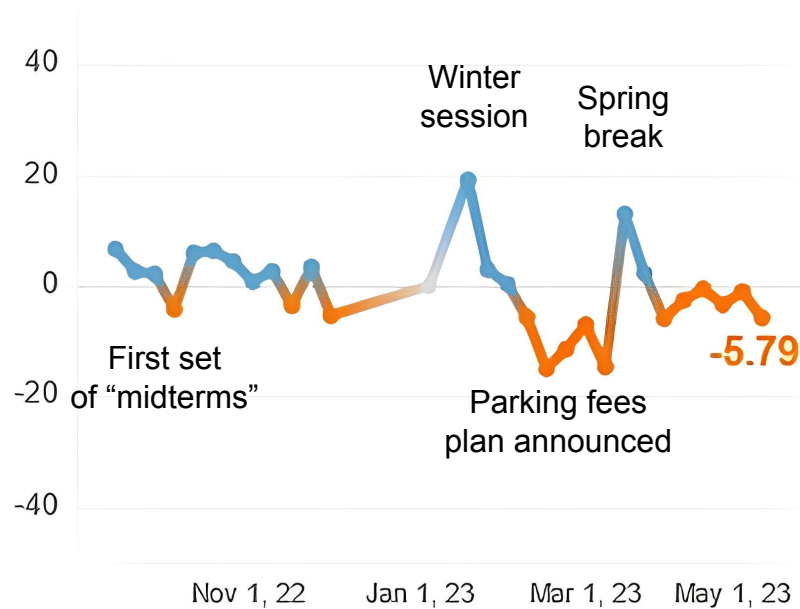


Health and Safety

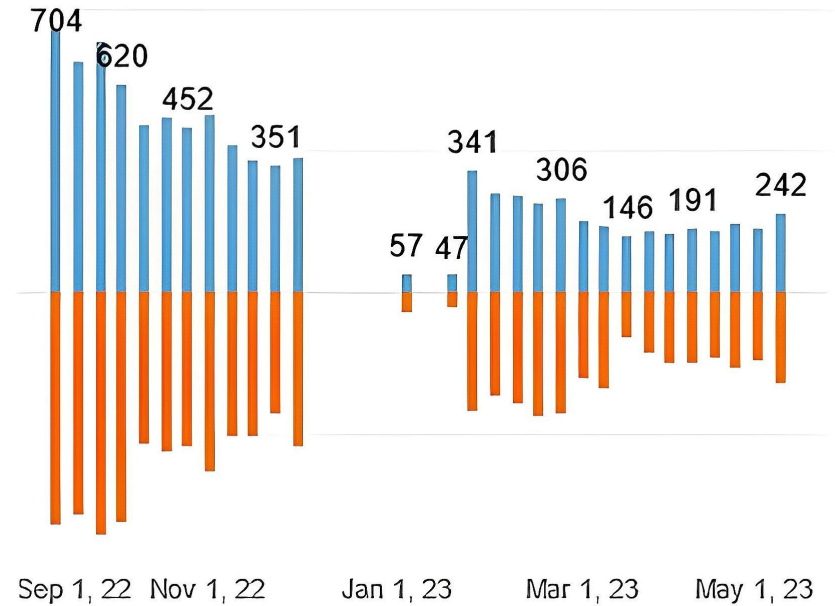


Overall trends

Trend of Net Promoter Score



Response Counts by NPS Group



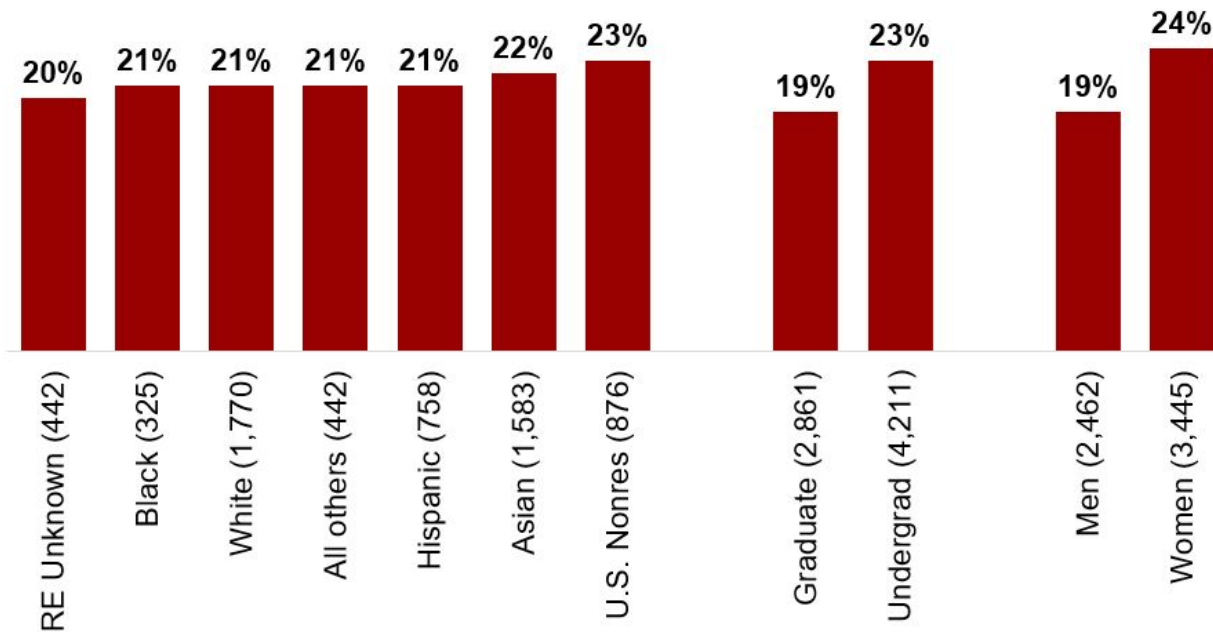
Response Rates

9,824
Total responses

5,907
Unique Respondents

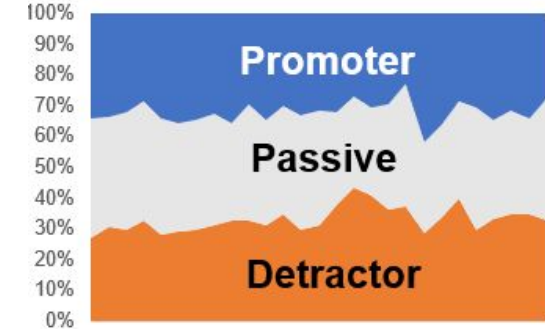
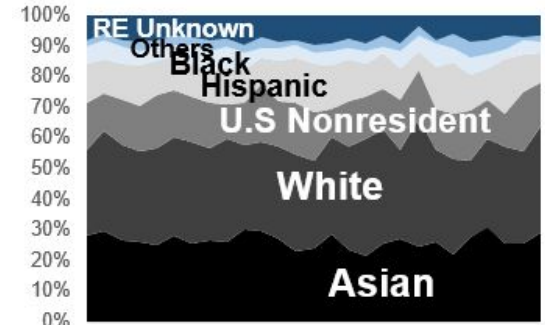
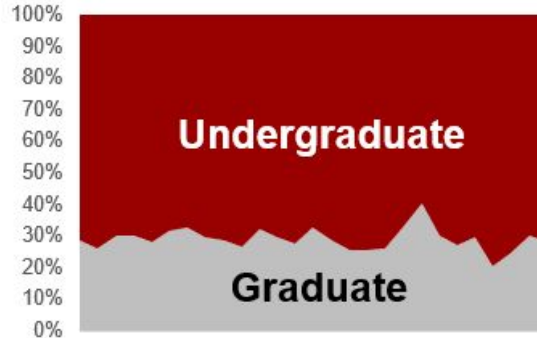
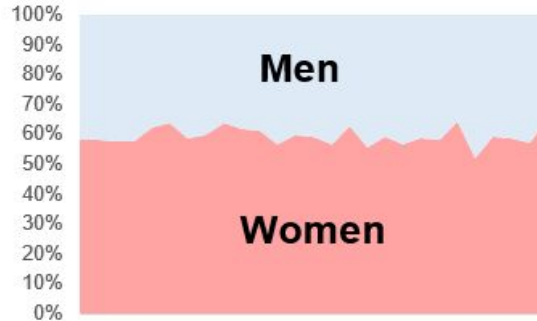
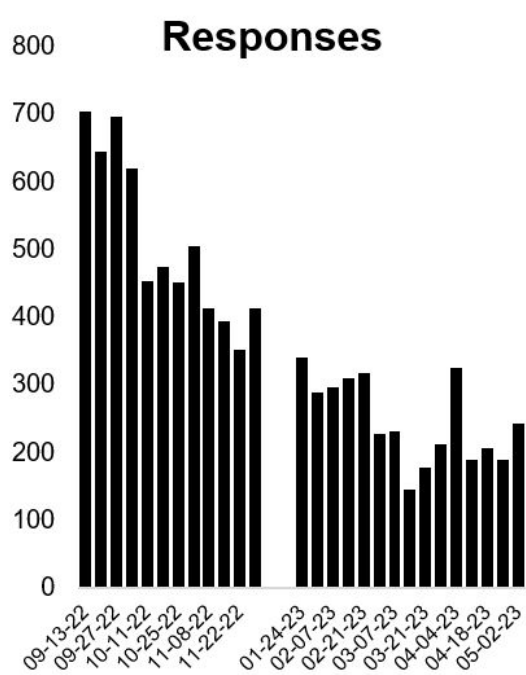
22%
Response rate

Response Rates by Group



Even though response rates declined, the respondents remained representative

Responses



Population analysis

Pulse Survey Net Promoter Score (NPS) Monitoring Dashboard

Hover for details and notes

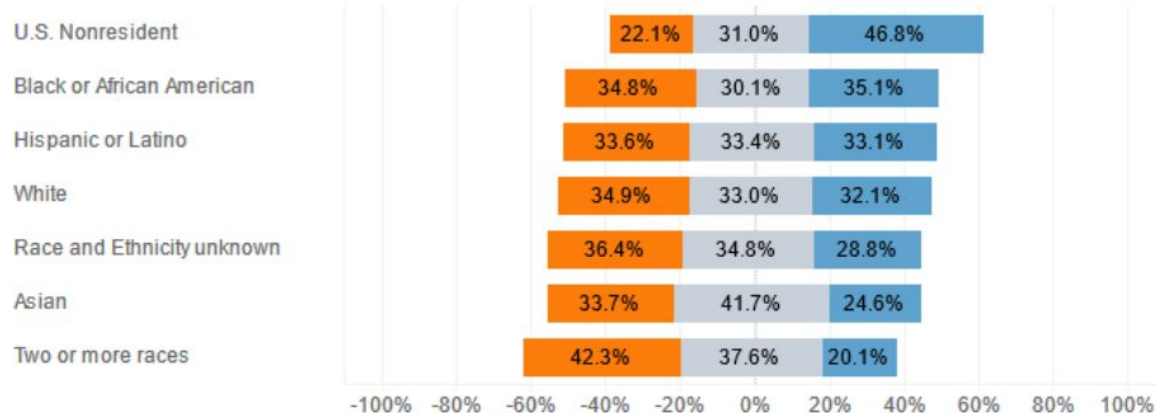


Include In Progress Waves:
 Detail:
 Wave Term Detail:
 Wave Label:
 Minimum response group size: / 3396

Response Percentage by NPS Group

Detailed by IPEDS Ethnicity

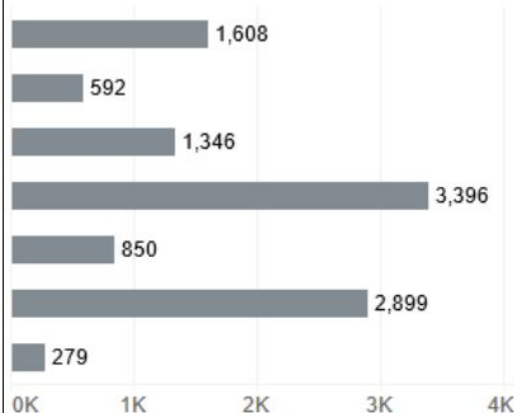
[Click for comments](#)



Response Counts

Detailed by IPEDS Ethnicity

[Click for comments](#)



Comments

Survey Comments (Hover for full comment)

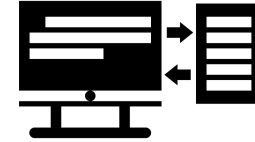
By default, all responses including comments are shown.

To choose a selected group, use the other workbook tabs. Use the same tab to remove the selection.

Search Comments

StudentID	Recorded Date	Score	Net Promoter Group	Comments
	4/11/2023	10	Promoter	each course
	4/11/2023	7	Passive	Food can be better.
	4/10/2023	8	Passive	This is a great place to get education and make new friends. The social and professional network available is huge and really helpful.
	4/20/2023	8	Passive	The Staller steps is so lively and socializing this week.
	4/7/2023	3	Detractor	The school is sufficient if you just want to get a degree and move on, but if you want a college experience this isn't really the place. There isn't a lot of school pride. Also some of the professors at stony Brook make it seem like they actually want there s..
	4/7/2023	4	Detractor	I feel Stony Brook University doesn't help a lot on securing job/internships. I tried to go to the career center fixing my resumes/asking questions many times, but the frustration is the staff/faculty seem uninterested in my questions and sometime..
	4/7/2023	3	Detractor	commuter school
	4/6/2023	10	Promoter	This is my 3rd degree from Stony Brook. I am proud to have earned an excellent education (and career) from this university. Go Seawolves!
	4/6/2023	1	Detractor	There are no events for graduate students, and especially not for graduate students in the English/ English Education graduate program. I am really disappointed. I would love to meet fellow education/ English graduate students in a social setting and hav..

Thematic Analysis

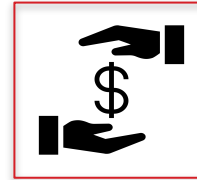


- ~30% of responses contained a comment
- Detractors used more characters (212) than Promoters (127)
- How do we summarize all of this textual information quickly?
 - First slowly - read through and familiarize
 - Create categories → combine and consolidate
 - Create keywords to bulk code
 - Frequency analysis - overall, by demographics, by time periods, anything of interest!

Example Comments

Academics	Support	Professors	Program	Activities	Cost	Dining	Parking
SBU is an amazing school, with so many opportunities and infrastructure to provide top notch education.	I love the community overall. I feel welcomed and ready to spend the next four years here.	I think there is a willingness and investment from the faculty for the students to succeed	Excellent STEM and liberal arts classes; I highly recommend the Honors College as well.	I have really been enjoying the university and all the events that Stony Brook has been doing. It is all very fun and I appreciate all the effort Stony Brook puts in to making each semester fun!	Because the cost is not too pricey for in-state students and for the cost, the school offers many resources.	Please give us pasta. We want a pasta place.	My rating would usually be a 10, but the future concerns about parking make it an 8.

Themes



NPS	Academics	Support	Professors	Program	Activities	Cost			Dining	Parking
						Total	UGRD	GRAD		
Promoters	34.2%	37.8%	38.3%	29.7%	35.9%	16.8%	17.4%	14.8%	14.4%	5.6%
Passives	34.9%	29.3%	31.2%	29.7%	44.7%	28.3%	34.8%	19.8%	39.9%	24.5%
Detractors	31.0%	32.9%	30.5%	40.7%	19.4%	24.9%	47.9%	65.4%	45.7%	69.9%
<i>NP Mean:</i>	4.57	3.78	4.05	4.40	4.97	3.21	4.46	2.78	3.65	2.34

Classification Analysis

Detractors are
7.9x more
likely to mention
**parking and
transportation**
issues than
Promoters

14.4x when isolating
the difference to
non-residents vs
residents

it's a good school academically. bad for commuters. not commuter friendly at all. “

the school is not very commuter friendly, they try to accommodate, but there's a lot more that they could be doing for commuters. “

parking options for commuters are unfair, tuition per semester is a bit pricey, and programs are too competitive and almost impossible to get into. “

the parking situation is horrible and appalling especially for commuter students who also pay tuition “

Classification Analysis

Promoters are
7.4x more
likely to mention
diversity in
relation to positive
value than
Detractors

“ stony brook is a beautiful campus, with so much inclusivity in the diversity of their students. there's so many different food options that will make anyone feel at home. there are a wide variety of...

“ I would recommend stony brook university to a friend and/or peer because this school offers many opportunities for learning and connecting with others. with a wide...

“ as being an international student I wanted a university which has alot of diversity and international exposure. as I feel all my suggestions and feedbacks are considered by the stuff or committee.

“ stony brook university celebrates diversity and different cultures, which creates a warm and welcoming atmosphere.

“ stony brook university is a very diverse community. it's certainly broadened my own world view, and I hope it will broaden the worldview of many others.

“ stony brook university encourages all walks of life to be a part of their campus community. I like how diverse it is, and how many resources are readily available to students on a regular basis.

Classification Analysis

Promoters are **7.4x** more likely to mention **diversity** in relation to positive value than **Detractors**

stony brook is a beautiful campus, with so much inclusivity in the diversity of



I would recommend stony brook university to a friend and/or peer



I would recommend stony brook university to a friend and/or peer because this school offers many opportunities for learning and connecting with others. with a wide range of classes, majors, and communities to join such as clubs or organizations, students are guaranteed to explore their many options and learn so much in stony brook university. in addition to that, stony brook university is one of the most diverse schools in the Us. students are bound to find someone that they will 100% relate to. the professors and teaching assistants are the best of the best, and the resources we have, such as the union, library, help centers, etc. help us tremendously.



own world view, and hope it will broaden the worldview of many others.

community, like how diverse it is, and how many resources are readily available to students on a regular basis.

Classification Analysis

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stony brook is a beautiful campus, with so much inclusivity in the diversity of their students. there's so many different food options that will make anyone feel at home. there are a wide variety of

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stony brook is a beautiful campus, with so much inclusivity in the diversity of their students. there's so many different food options that will make anyone feel at home. there are a wide variety of majors and minors, anyone can find something to study that interests them. the professors here are so friendly and accommodating to the needs of their students.

stony brook university is a very diverse community. it's certainly broadened my own world view, and I hope it will broaden the worldview of many others.

stony brook university encourages all walks of life to be a part of their campus community. I like how diverse it is, and how many resources are readily available to students on a regular basis.

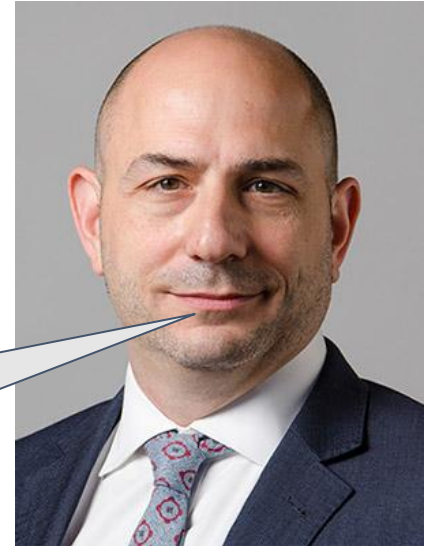
Use Cases: Real-time answers to actual questions from leadership



Maurie McInnis
President

I'm meeting with students later today (Nov. 2) -- what issues are on their minds?

There's a lot of noise about raising graduate student stipends - how representative is this?



Carl Lejuez
Provost

How we responded

What was on students' minds that week?

- 90 seconds later in the meeting...out of 1,327 comments, #1 was about parking (n=66)
- 18 minutes after meeting ended, comments forwarded to President

How representative is noise about stipends?

- 90 seconds later in the meeting...out of 1,065 comments from grad students, 6% (n=67) were about stipends (8th ranked topic)
- 5 minutes later during meeting, #2 comment among grad assistants; 1 out of 5 commented on stipends/pay

Use Cases: Real-time answers to actual questions from leadership



Rick Gatteau
VP Student Affairs

What are students saying about campus dining this week?

What points of campus pride are students expressing going into the end of the semester?



Ric McClendon
Dean of Students

How we responded - Dining

Sbu is affordable but it also gives you an amazing quality of education and the campus life is so enjoyable. the only problem I have is the dining hall food at times. “

the dining hall food also doesn't have a selection if you are kosher or halal. otherwise, there are a lot of nice people and cool clubs. “

the dining hall food continues to decline over the years. the choices become more and more limited and menu options keep getting taken away. thankfully I now live in the apartments and no longer have t... “

I feel like the dining hall food could also be improved and also that there'd be more halal meat options. I also wish the shuttle bus that takes you to target and that area is available more often becaus... “

How we responded - Pride

I love the community overall. I feel welcomed and ready to spend the next four years here. “

I love how the campus has so many events that I can feel I'm involved in the community. also, the university offers various things for students' wellness. “

I have really been enjoying the university and all the events that Stony brook has been doing. it is all very fun and I appreciate all the effort Stony Brook puts in to making each semester fun! “

the Dunkin pop up was cool, Roth tree lightening was fun “

Future Directions

- ✓ Leveraging other modes/channels such as SMS, app-based response, kiosks, etc.
- ✓ Launching a communications campaign to increase response rates and normalize participation.
- ✓ Expanding to other connected populations such as faculty and staff.
- ✓ Leveraging NLP machine learning and AI.

Final Thoughts

What works well for us	Limitations
<ul style="list-style-type: none">● Currency of information● Higher response rates● Validation of smaller populations● Survey reweighting● Highly restricted access	<ul style="list-style-type: none">● Dashboard design● Qualitative analysis still too manual● Responses not uniform within a survey “group”● Highly restricted access

Questions / Comments

Parking lot

References

Allen, J., Jain, S., and Church, A. (2020) “Using a pulse survey approach to drive organizational change,” *Organizational Development Review* 52.3, 62-68.

Baker, R., Blumberg, S.J., Brick, M.J., Couper, M.P., Courtright, M., Dennis, J.M., Dillman, D., Frankel, M.R., Garland, P., Groves, R.M, Kennedy, C., Krosnick, J., Lavrakas, P.J., Lee, S., Link, M., Piekarski, L., Rao, K., Thomas, R.K., Zahs, Z. (2010). AAPOR Report on Online Panels. *Public Opinion Quarterly* 74(4):711-81.

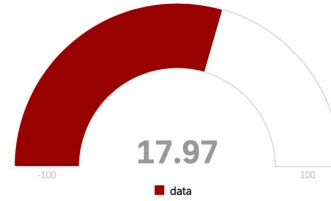
Depaul University (n.d.). “Student pulse.” Retrieved June 17, 2021 from <https://irma.depaul.edu/FFPlus.asp?cont=StuPuls>

Keeter, S., McGeeney, K. (2015, September 22). Coverage Error in Internet Surveys. June 17, 2021 from <https://www.pewresearch.org/methods/2015/09/22/coverage-error-in-internet-surveys/>

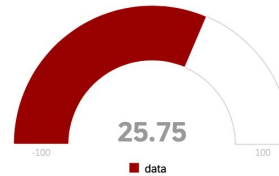
University of Connecticut (n.d.). “Student pulse initiative.” Retrieved June 17, 2021 from <https://studentaffairs.uconn.edu/student-pulse-initiative/>

Value of NPS

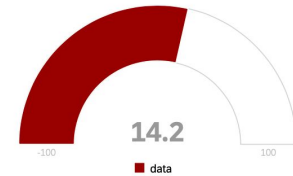
How likely are you to recommend Stony Brook University to a peer?



Off-Campus

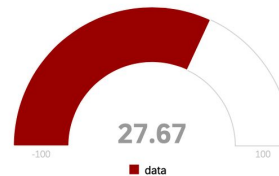


On-Campus

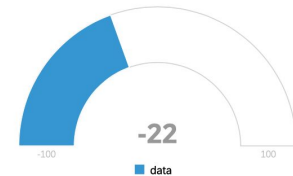


Was Stony Brook University among your top 3 choices for college?

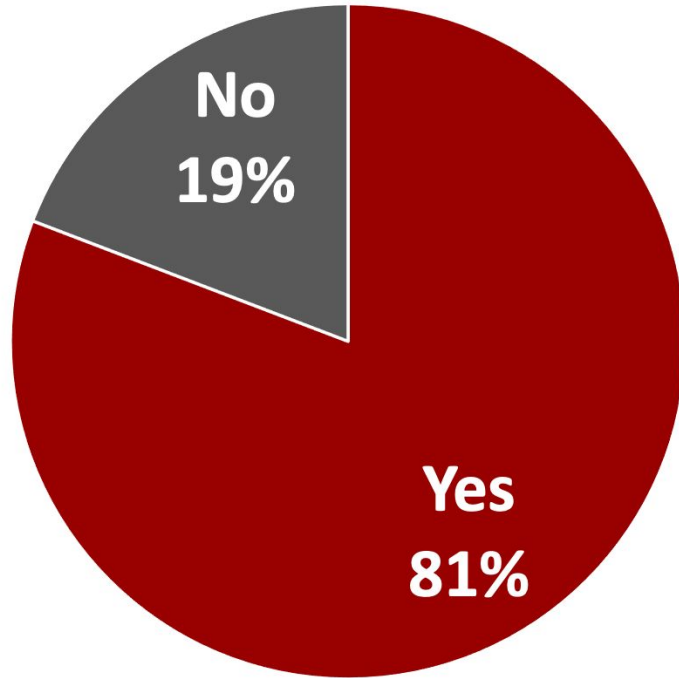
Yes



No



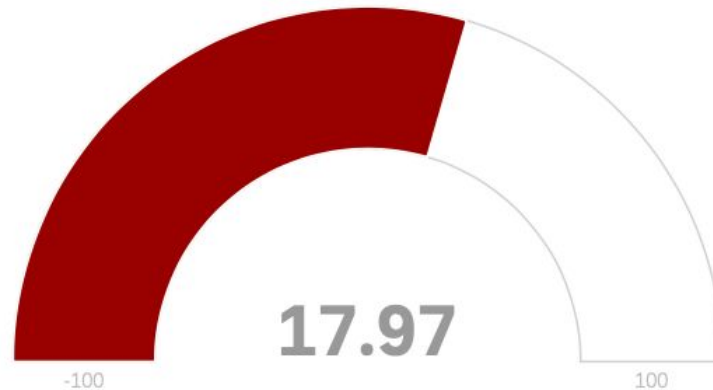
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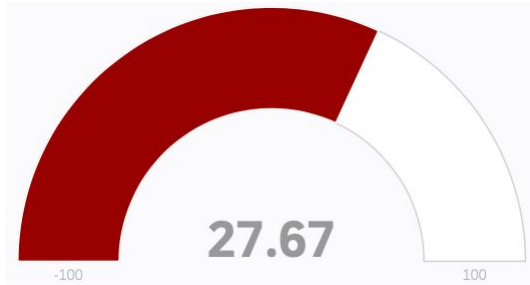
**Based on your experiences during New Seawolf
Welcome Week, how likely are you to recommend
Stony Brook University to a friend or peer?**



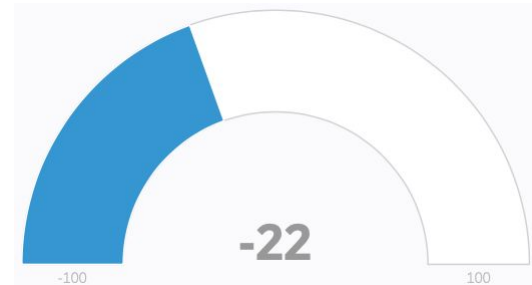
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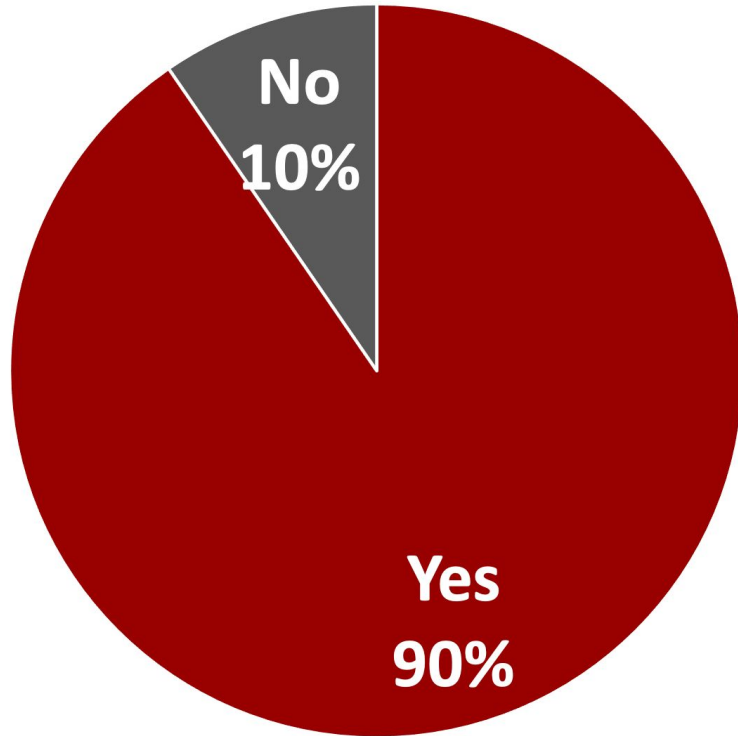


Top 3



Not Top 3

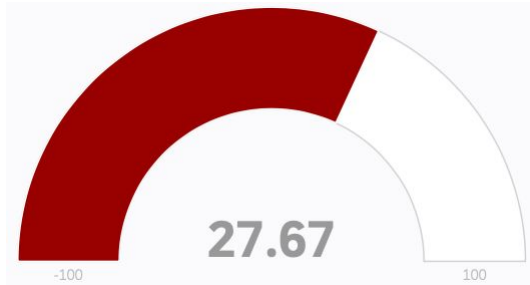
**Were the experiences you
had during New Seawolf
Welcome Week
helpful for your
first week?**



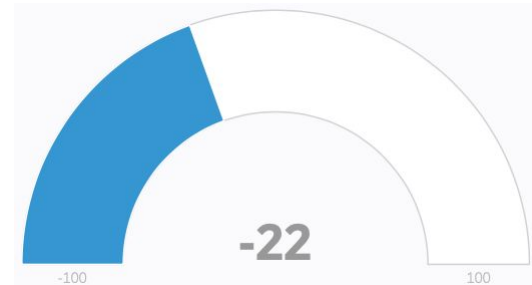
Were the experiences you had during New Seawolf Welcome Week helpful for your first week?



Based on your experiences during New Seawolf Welcome Week, how likely are you to recommend Stony Brook University to a friend or peer?



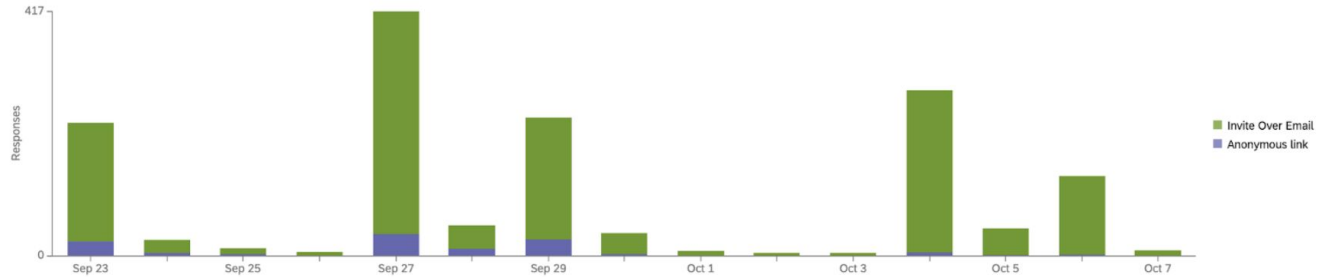
Top 3



Not Top 3

Considerations

Recent Responses



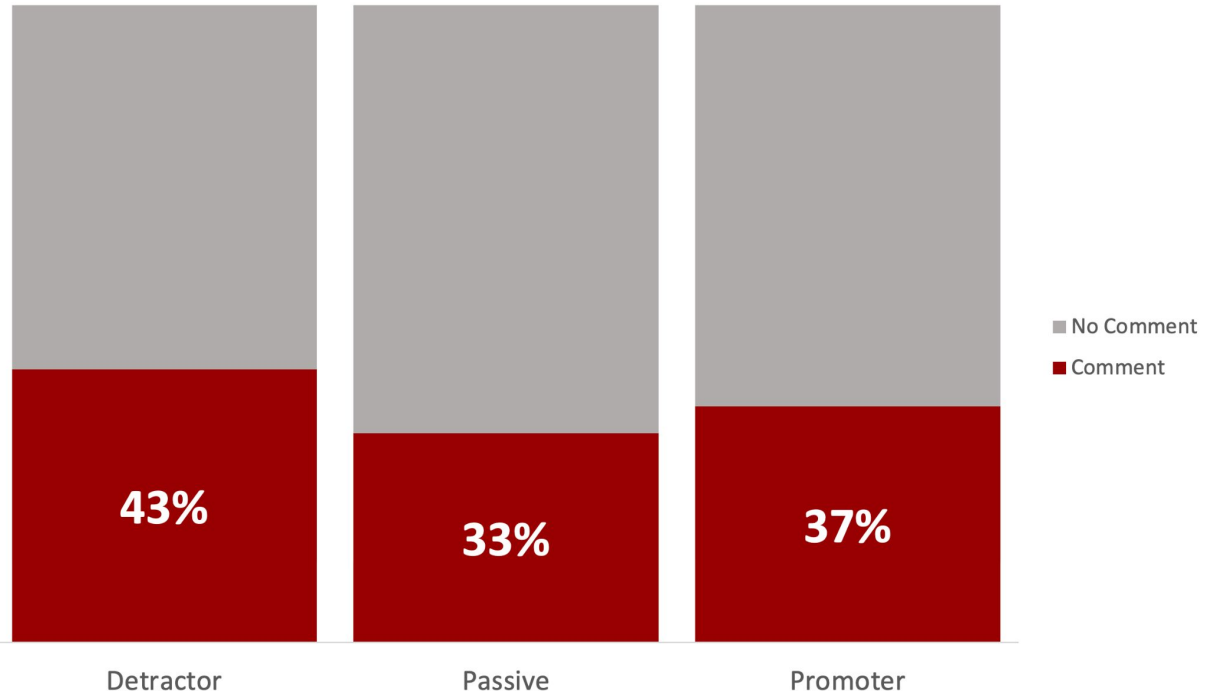
All Responses

Distribution Channel	Audience Size	Surveys started	Responses	Completion Rate
Anonymous link	N/A	N/A	415	N/A
Invite Over Email	47410	4120	3823	93%

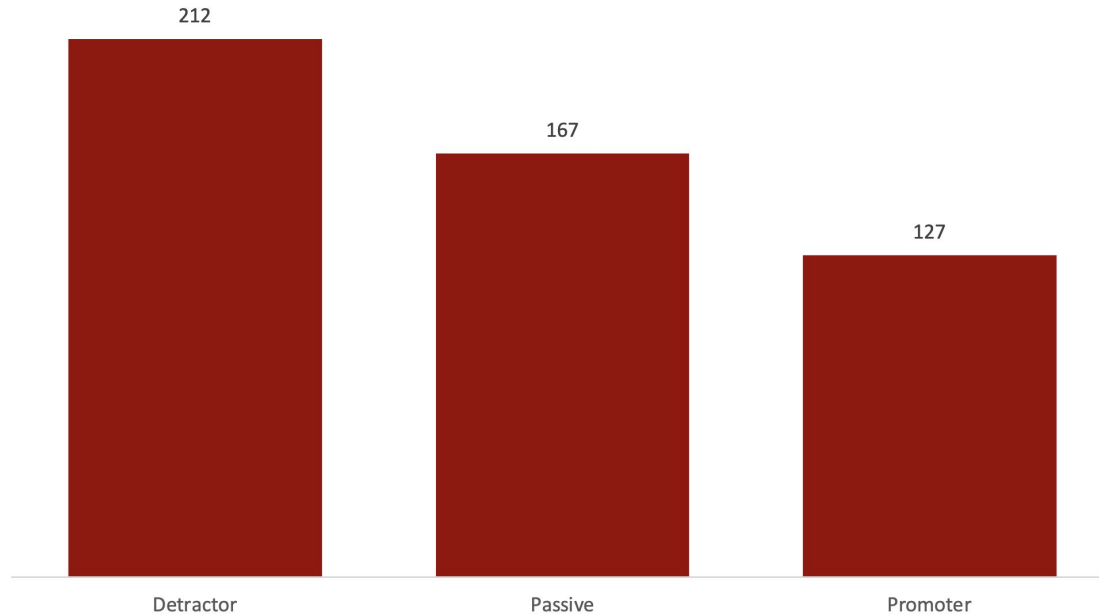
Email to Sample: **Pulse - 1228 -- Wave 1 -- 10-04-22** **6498** Sent
 Sent On: **4 Oct 2022 2:30 PM EDT**

596 Surveys Started
 459 Surveys Finished
 104 Emails Bounced
[Show Details](#)

Comments - Proportion by Type



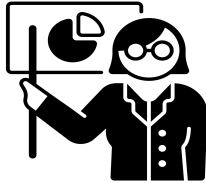
Comments - Count of Content by Type



Question testing

I feel like I matter to Stony Brook University.

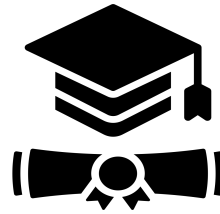
- Question asked for 2 weeks
- 30 comments



Professors



Support



Academics



Program