

Business Advising Center Student Feedback Report Summer 2012

Study Design

The Business Advising Center (BAC) uses a Student Feedback Form (SFF) to collect data on the success of and areas to improve advising services to students in the College of Business Administration (CBA). During Summer 2012, Staff and Peer Advisors were encouraged to ask students to complete a SFF. In addition to the intrinsic value of getting student feedback, there was an incentive program implemented by the Assistant Dean for Staff and Peer Advisors to have students fill out SFF in Summer 2012.

For twelve weeks, from May 28th to August 17th, the Staff and Peer Advisors were challenged to pass out and have each advisee turn in a complete SFF. All advisors participating (11 total) in the program wrote their initials on the back of the SFF. Every two weeks, the SFF were counted by the Peer Advisor Coordinator to determine which advisor had given out the most SFF that were turned in. The winner received a ten dollar Starbucks card. The Peer Advisor Coordinator entered in the ratings and comments from the SFF into an excel spreadsheet. It is from this data that the following ratings and themes have been found to generate this report.

Data Collection

In Summer 2012, both the original and new version of the SFF were collected during the semester. The SFF will be referred to as the “original SFF” and the “new SFF” throughout this report.

The first part of the original SFF is a “Please circle your response to the questions below” section. There are five general advising questions and two study abroad specific questions. For each question, students are asked to circle one of the following responses: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The seven questions asked are:

1. My advisor is helpful and courteous
2. Business Advising Center reception staff are helpful and courteous
3. After meeting with an advisor, I feel better able to monitor my own progress toward my department requirements
4. I understand how to access the website for internships
5. I would recommend the advising center services to other students
6. After my meeting with the Study Abroad Advisor, I better understand my study abroad options
7. I understanding how to use the advising center and/or CBA abroad webpage and how to find what I need

The first part of the new SFF is also a “Please circle your response to the questions below” section. There are six general advising questions and two study abroad specific questions. For

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each question, students are asked to circle one of the following responses: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The seven questions asked are:

1. Business Advising Center reception staff are helpful and courteous
2. My advisor is helpful and courteous
3. After meeting with an advisor, I feel better able to monitor my own progress toward my department requirements
4. I would recommend the advising center services to other students
5. I understand how to use the advising center website and how to find what I need
6. I understand how to access the website for internships
7. After my meeting with the Study Abroad Advisor, I better understand my study abroad options
8. I understand how to use the CBAbroad website and how to find what I need

The second part of both the original and new SFF is a "Please share your comments here" section. This part of the SFF allows students to leave additional thoughts and comments on his/her advising session and experience in the BAC. A complete SFF has responses in the first and/or second section. An incomplete SFF has no responses in either section. These SFF were discarded and not used.

Results

During the twelve weeks of Summer 2012, the BAC had 1,953 advising contacts. The BAC collected 255 complete SFF in Summer 2012. The BAC collected SFF from 13% of advising contacts. Of the 255 SFF, 15 original SFF and 240 new SFF were collected.

For the original SFF, the results for the first section were determined quantitatively by assigning a number value to each of the circled responses as follows: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). This allowed an average score to be determined for each question in the first section as follows:

1. My advisor is helpful and courteous- 4.87
2. Business Advising Center reception staff are helpful and courteous- 4.80
3. After meeting with an advisor, I feel better able to monitor my own progress toward my department requirements- 4.93
4. I understand how to access the website for internships- 4.53
5. I would recommend the advising center services to other students- 4.87
6. After my meeting with the Study Abroad Advisor, I better understand my study abroad options- 4.67
7. I understand how to use the advising center and/or CBAbroad webpage and how to find what I need- 4.86

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For the new SFF, the results for the first section were determined quantitatively by assigning a number value to each of the circled responses as follows: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). This allowed an average score to be determined for each question in the first section as follows:

1. Business Advising Center reception staff are helpful and courteous- 4.76
2. My advisor is helpful and courteous- 4.85
3. After meeting with an advisor, I feel better able to monitor my own progress toward my department requirements- 4.73
4. I would recommend the advising center services to other students- 4.79
5. I understanding how to use the advising center website and how to find what I need- 4.39
6. I understand how to access the website for internships- 4.06
7. After my meeting with the Study Abroad Advisor, I better understand my study abroad options- 4.00
8. I understanding how to use the CBAbroad website and how to find what I need- 4.00

When looking at the results for the first section for both the original and new SFF the average score for the first section is as follows:

1. Business Advising Center reception staff are helpful and courteous - 4.76
2. My advisor is helpful and courteous- 4.85
3. After meeting with an advisor, I feel better able to monitor my own progress toward my department requirements- 4.74
4. I would recommend the advising center services to other students- 4.80
5. I understanding how to use the advising center website and how to find what I need- 4.41
6. I understand how to access the website for internships- 4.09
7. After my meeting with the Study Abroad Advisor, I better understand my study abroad options- 4.05
8. I understanding how to use the CBAbroad website and how to find what I need- 4.00

The results for the second section were determined qualitatively by reviewing all of the student comments to discover themes. Of the 200 complete SFF collected, 104 comments (52%) were shared about the student's BAC advising experience. Eleven themes were identified and appeared in the comments as follows:

- My advisor was **Helpful**- 62 (46.6%)
- My advisor was **Courteous**- 33 (24.8%)
- **Thank You/Thanks**- 37 (27.8%)

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- My advisor was **Awesome/Wonderful/Great**- 15 (11.3%)
- My advisor **Answered My Questions**- 13 (9.8%)
- My advisor was **Informative/Knowledgeable**- 19 (14.3%)
- **I Feel Confident** – 6 (4.5%)
- **I Understand**- 10 (7.5%)
- My appointment was **Quick**/My advisor was **Efficient** – 5 (3.8%)
- **I Recommend** the BAC- 1 (.8%)
- I received **Good/Great Service**- 5 (3.8%)
- My advisor gave me **Resources/Went Above and Beyond**- 12 (9%)

There were no written comments that were **Negative** about the student's experience with the advisor he/she saw.

Semester Comparison (Spring 2012 to Fall 2011)

The data collected from Summer 2012 shows that students "agree" that the BAC provides "helpful and courteous" advising services that students "would recommend to other students." When comparing the rating of advising services in Summer 2012 to those in Spring 2012 the data shows that three of the eight questions (#5, 6, 8) was rated higher in Summer 2012 and five questions (#1, 2, 3, 4, 7) were rated higher in Spring 2012 (see Table #1).

When examining the difference between the two semesters, the biggest loss in rating (.07) is question 1 (Business Advising Center reception staff are helpful and courteous) from 4.83 to 4.76. The total loss of rating from Spring 2012 to Summer 2012 is .22.

Question 6 (I understand how to access the website for internships) had the biggest increase in rating points (.11) from 3.98 in Spring 2012 to 4.09 in Summer 2012. Additionally, all eight questions had a rating above 4.0; and, four questions had a 4.74 or higher rating (#1, 2, 3, 4).

In Summer 2012, 52.16% of students provided written feedback (255 completed SFF and 133 written comments). Five themes increased: "Good Service", "I Understand", "My advisor was Informative/Knowledgeable", "My appointment was Quick", and "Thank You" by a total of 26.5%. Six themes (My advisor was Helpful", "My advisor was Courteous", "I Feel Confident", "Answered My Questions", "I Would Recommend the BAC", and "My advisor was Awesome/Wonderful/Great") decreased by a total of 16.6%. A new theme ("My Advisor Went Above and Beyond") occurred in 9% of written comments in Summer 2012. Overall, Summer 2012 written comments increased by 9.9%. The percentages are based on the occurrence of themes in the written comments.

Year Comparison (Summer 2011 to Summer 2012)

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When comparing Summer 2011 to Summer 2012, there is an overall decrease in question ratings (see Table 3). The largest decrease (.50) was question 7 (After my meeting with the Study Abroad Advisor, I better understand my study abroad options) from 4.55 in Summer 2011 to 4.05 in Summer 2012. The largest increase (.51) was question 4 (I would recommend the advising center services to other students) from 4.29 to 4.80.

From Summer 2011 to Summer 2012, there was an overall increase of 22.1% in written comments. The largest decrease in written comments was 4.2% for "I Would Recommend the BAC". The largest increase in written comments was 14.8% for "My Advisor was Courteous".

Conclusion

The Summer 2012 feedback data shows decreases in ratings and increases in written comment. Even though the rating points decreased, the decrease is only by .01 rating points and all eight questions received a rating of 4.0 or higher rating. It is encouraging to see that the percentage of written comments increased by 9.9% and that a new theme occurred in Summer 2012. The Student Feedback Incentive Program was implemented by the Assistant Dean in Summer 2012, which may be one reason for the increase in the number of complete feedback forms. Overall, the BAC staff needs to focus on getting more completed SFF to be able to better assess the advising services provided.

The Student Feedback Form data and results need to be reviewed by the BAC staff to determine how to continue to successfully serve the students in the CBA. The Peer Advisor Coordinator will use the results to identify how to strengthen the performance of the Peer Advisors. It is recommended that all of the Staff continue to give SFF to the students they advise in order to increase the feedback and assess what students are learning in their advising interactions in the Business Advising Center.

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Table 1

Comparison of Rating Points Between Spring 2012 and Summer 2012

Question #	Spring 2012	Summer 2012	Difference
1	4.83	4.76	-.07
2	4.90	4.85	-.05
3	4.78	4.74	-.04
4	4.85	4.80	-.05
5	4.39	4.41	+.02
6	3.98	4.09	+.11
7	4.06	4.05	-.01
8	3.92	4.00	+.08

Table 2

Comparison of Percentage of Theme Occurrence Between Spring 2012 and Summer 2012

Theme	Spring 2012	Summer 2012	Difference
Helpful	51.9%	46.6%	-5.3%
Courteous	31.7%	24.8%	-6.9%
I Feel Confident	7.7%	4.5%	-3.2%
Good/Great Service	1%	3.8%	+2.8%
I Understand	1.9%	7.5%	+5.6%
Answered My Questions	10.6%	9.8%	-.8%
Recommend BAC	1%	.8%	-.2%
Informative/Knowledgeable	9.6%	14.3%	+4.7%
Quick/ Efficient	1.9%	3.8%	+1.9%
Awesome/Wonderful/Great	11.5%	11.3%	-.2%
Thank You/Thanks	16.3%	27.8%	+11.5%
Resource/Above and Beyond	---	9%	---

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Table 3

Comparison of Rating Points Between Summer 2011 and Summer 2012

Question #	Summer 2011	Summer 2012	Difference
1	4.85	4.76	-.09
2	4.78	4.85	+.07
3	4.77	4.74	-.03
4	4.29	4.80	+.51
5	4.83	4.41	-.42
6	4.33	4.09	-.24
7	4.55	4.05	-.50
8	---	4.00	---

Table 4

Comparison of Percentage of Theme Occurrence Between Summer 2011 and Summer 2012

Theme	Summer 2011	Summer 2012	Difference
Helpful	45%	46.6%	+1.6%
Courteous	10%	24.8%	+14.8%
I Feel Confident	7.5%	4.5%	-3%
I Understand	7.5%	3.8%	-3.7%
Good/Great Services	---	7.5%	---
Answered My Questions	5%	9.8%	+4.8%
Recommend BAC	5%	.8%	-4.2%
Informative/Knowledgeable	2.5%	14.3%	+11.8%
Quick/ Efficient	---	3.8%	---
Awesome/Wonderful/Great	---	11.3%	---
Thank You/Thanks	---	27.8%	---
Resource/Above and Beyond	---	9%	---