Stony Brook University

LISTENING TO THE CAMPUS PULSE:
LESSONS LEARNED FROM TWO YEARS OF ADMINISTERING A PULSE SURVEY

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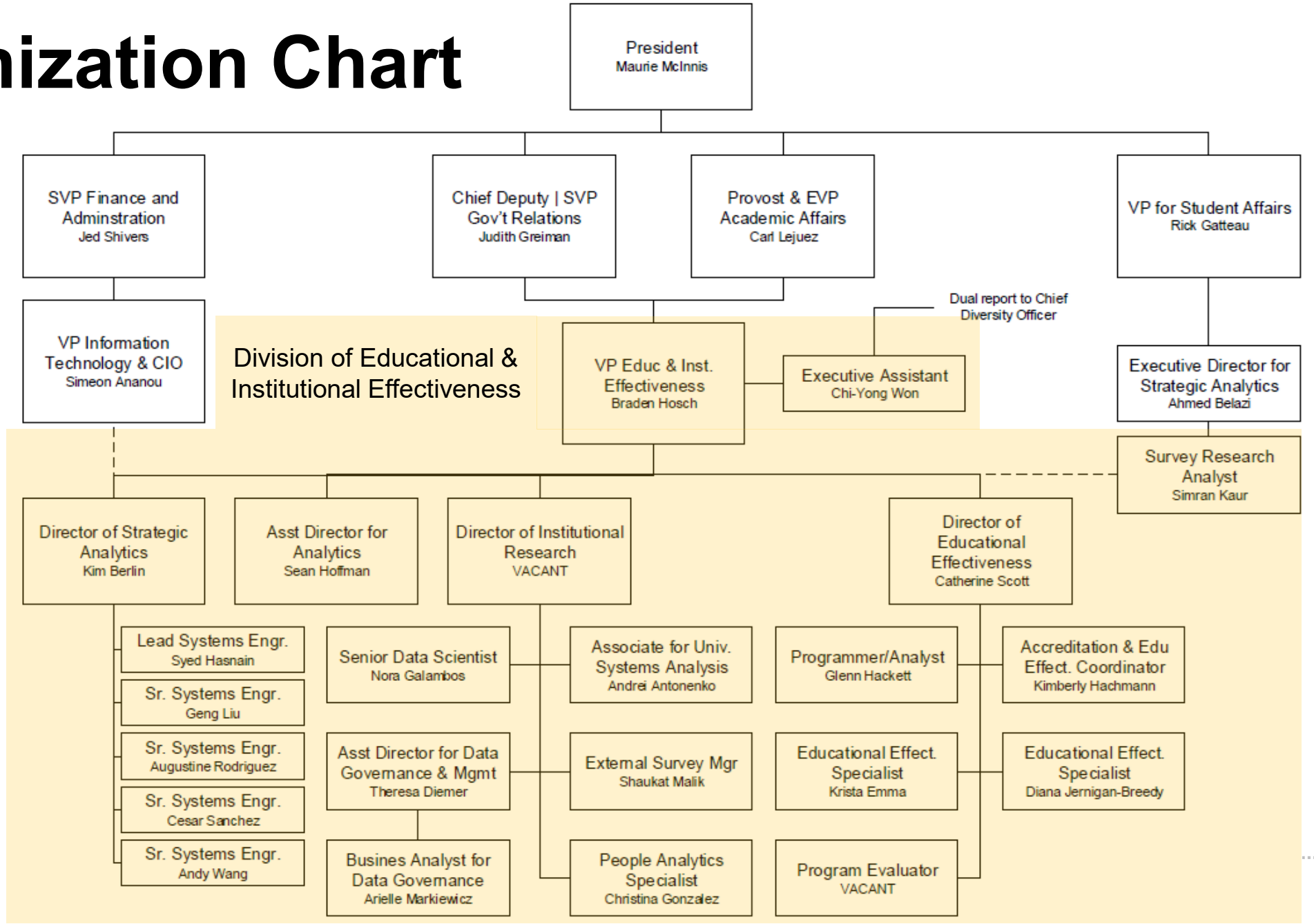
Division of Educational and Institutional Effectiveness

May 7, 2024

Overview

- Net promoter score approach
- Results / Analysis
- Dissemination
- Lessons Learned

Organization Chart

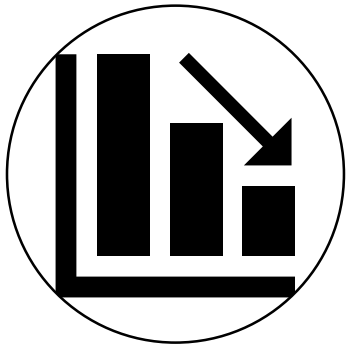


Problems with Higher Ed Survey Research

Cross-sectional survey research is too slow

Cycle time is too long

Lengthy instruments

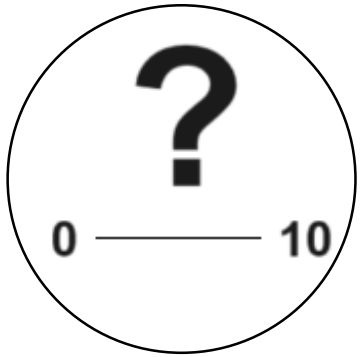


Declining response rates

High burden for analysis

Solution: Administer a Weekly Pulse Survey

Pulse survey



One question + follow up

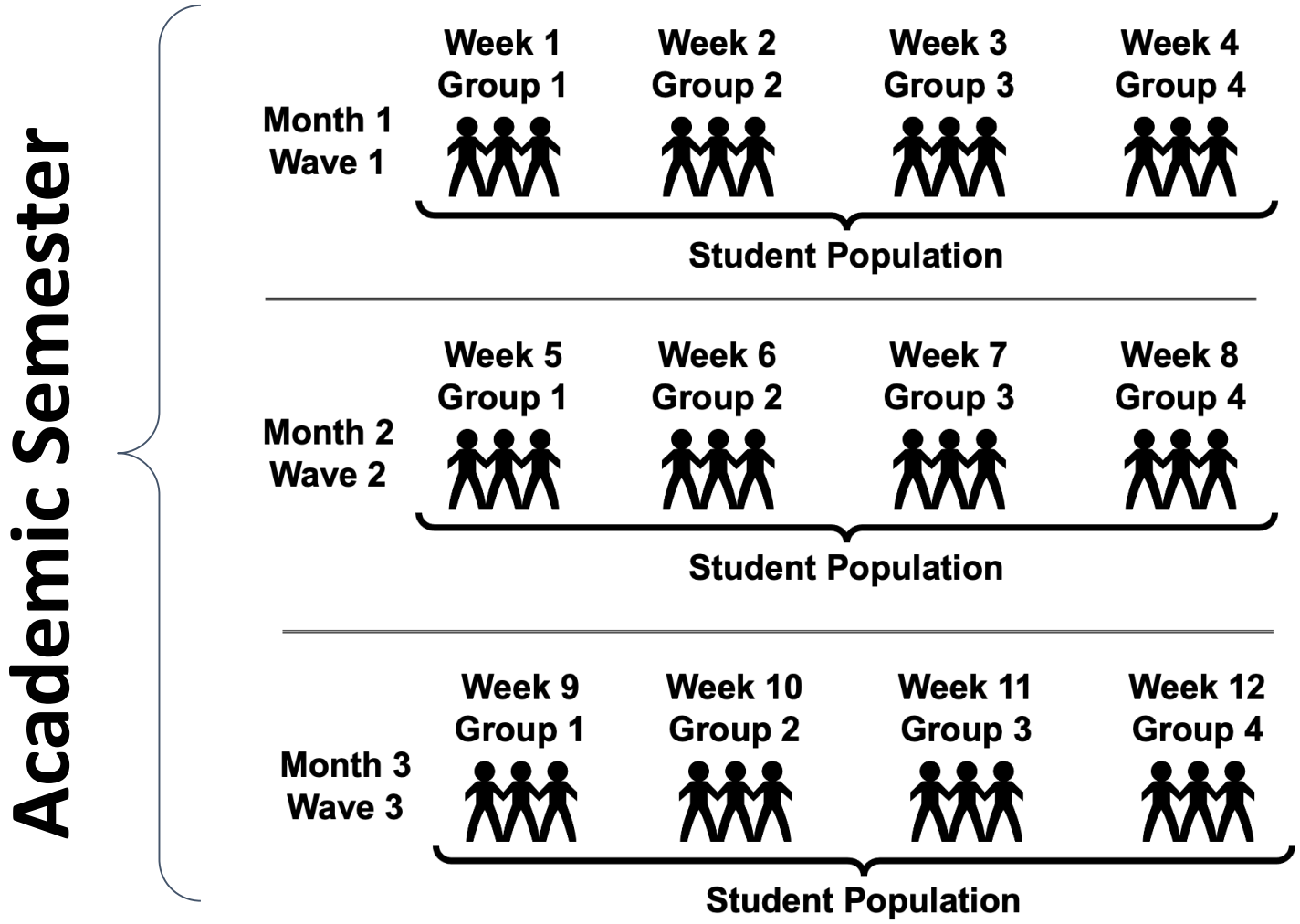
Administered weekly

Results distributed via email and dashboard

Administration Approach

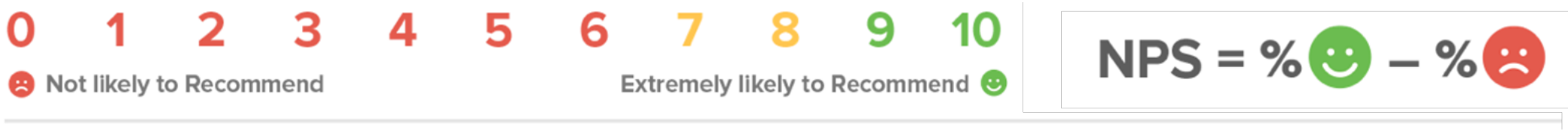
Confidential but not anonymous.

Response data linked to PII in institutional data systems



About 6,000 subjects per group

Net Promoter Score (NPS)



1. **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.

2. **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.

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

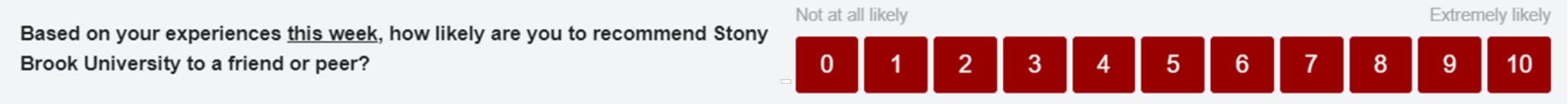
Reicheld, F. (2003). "The one number you need to grow," *Harvard Business Review.*

Email on Tuesday (+ reminder on Thursday)

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:



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=QKNIpR5uiezXFpw_2iy3WVHFwajp3im_CGC_I0rwwd8SAedJiPE&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!

Incentives

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!

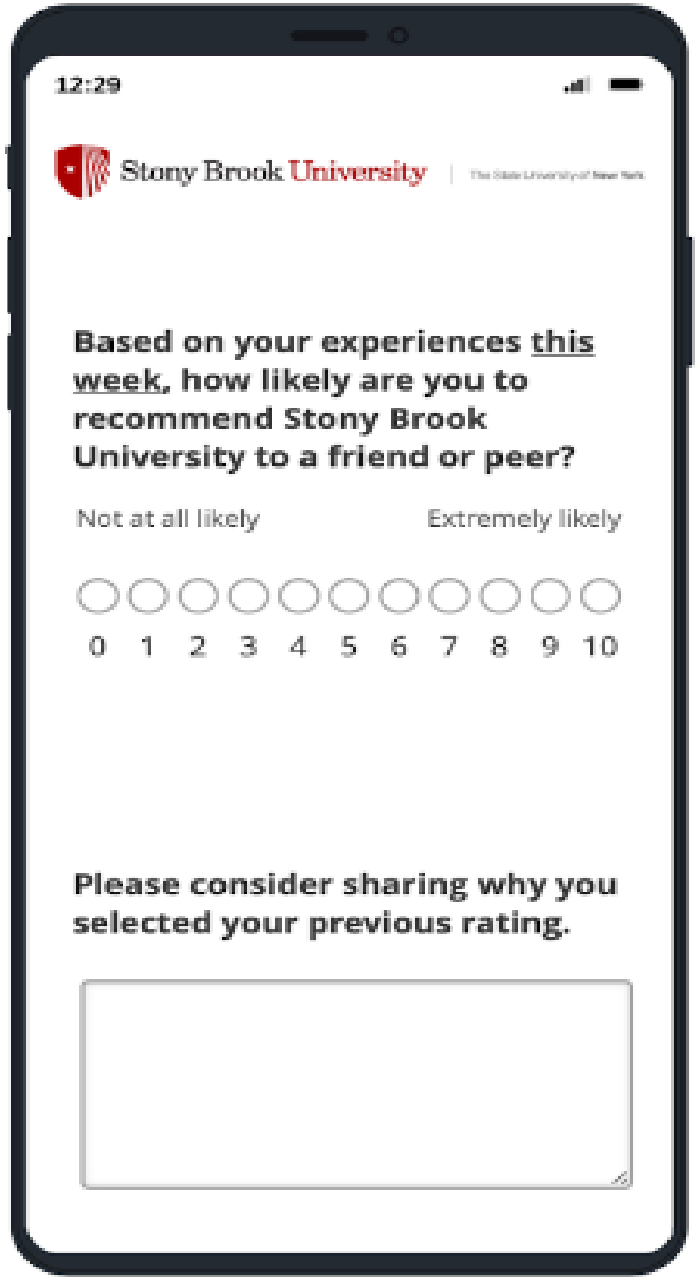
Instrument in Qualtrics

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

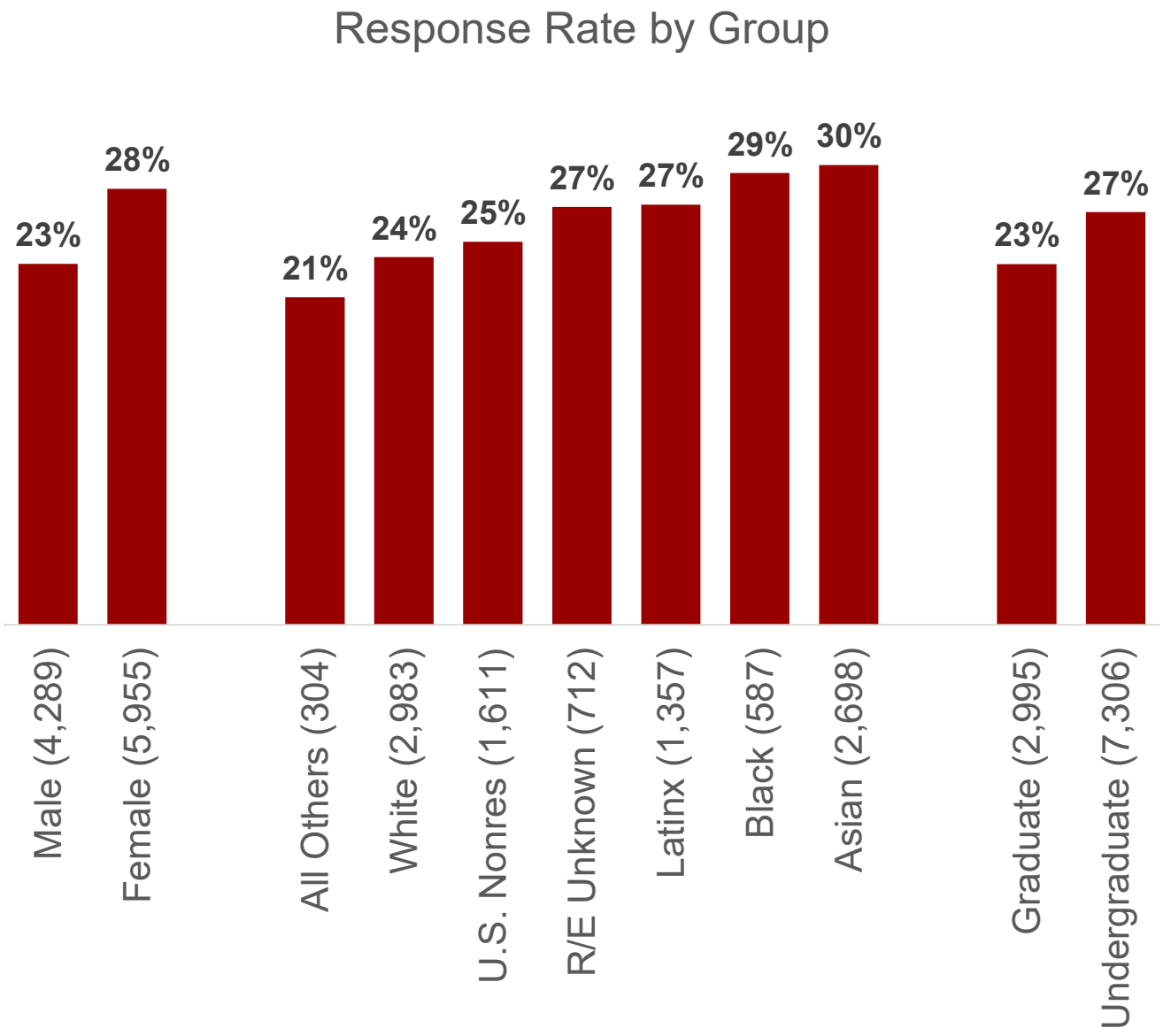
0 1 2 3 4 5 6 7 8 9 10

Please consider sharing why you selected your previous rating.



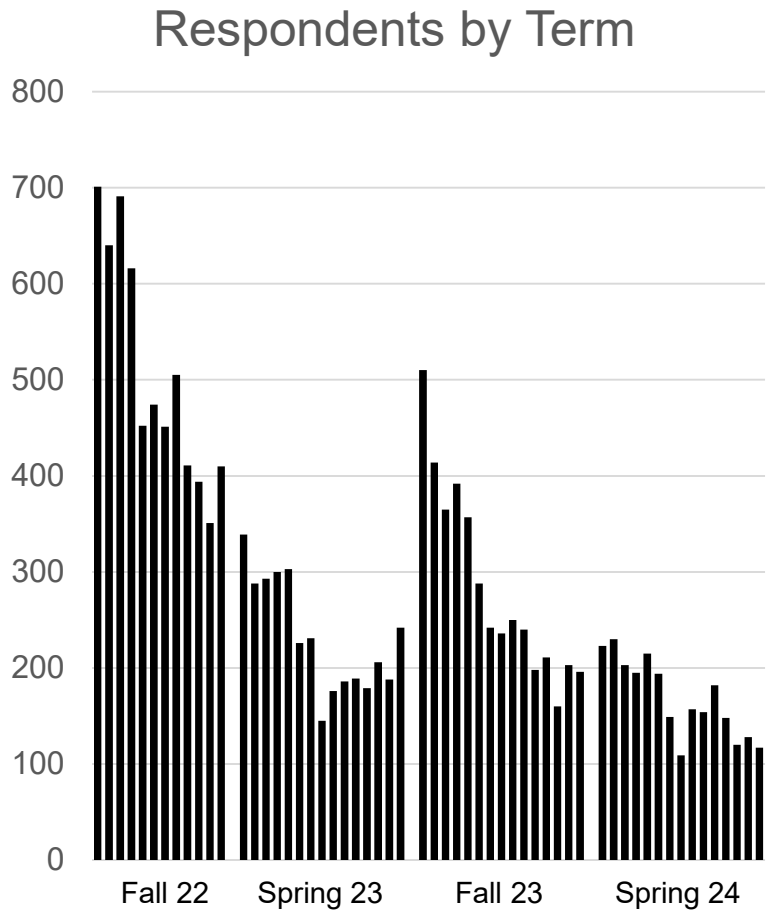
Response Rates

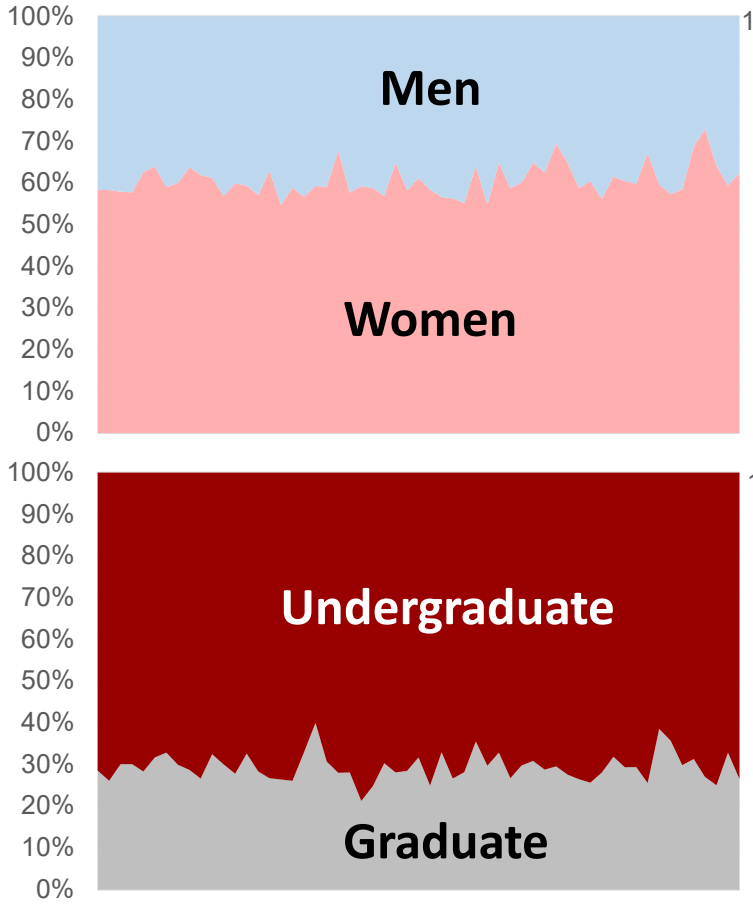
	2023	2024	Total
Total Responses	11,034	7,836	18,870
Distinct Respondents	6,652	4,977	10,246
Response Rate	22%	17%	26%

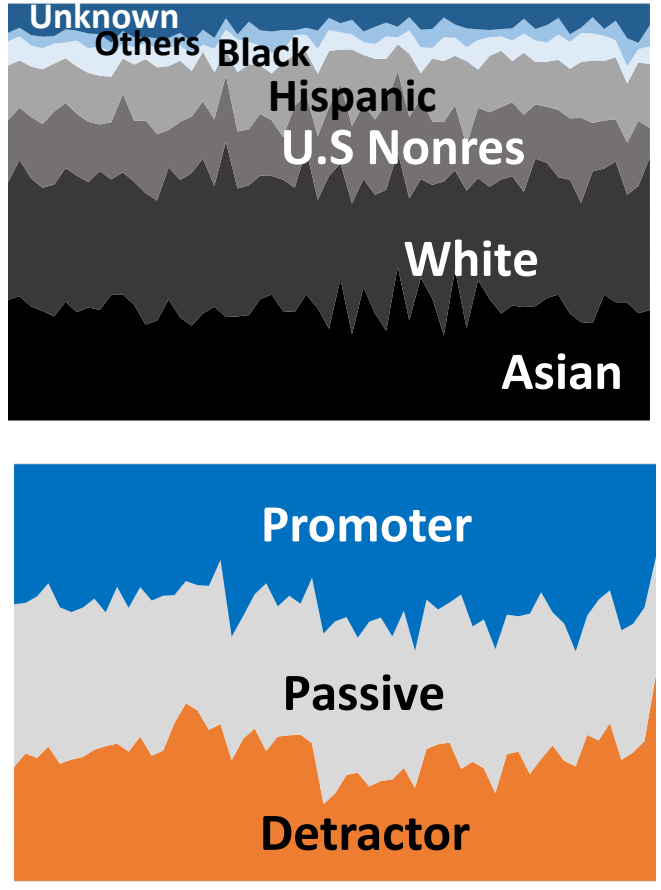


Response rates here calculates for a single response at some point during the year
Actual response rates for survey waves are in the single digits.

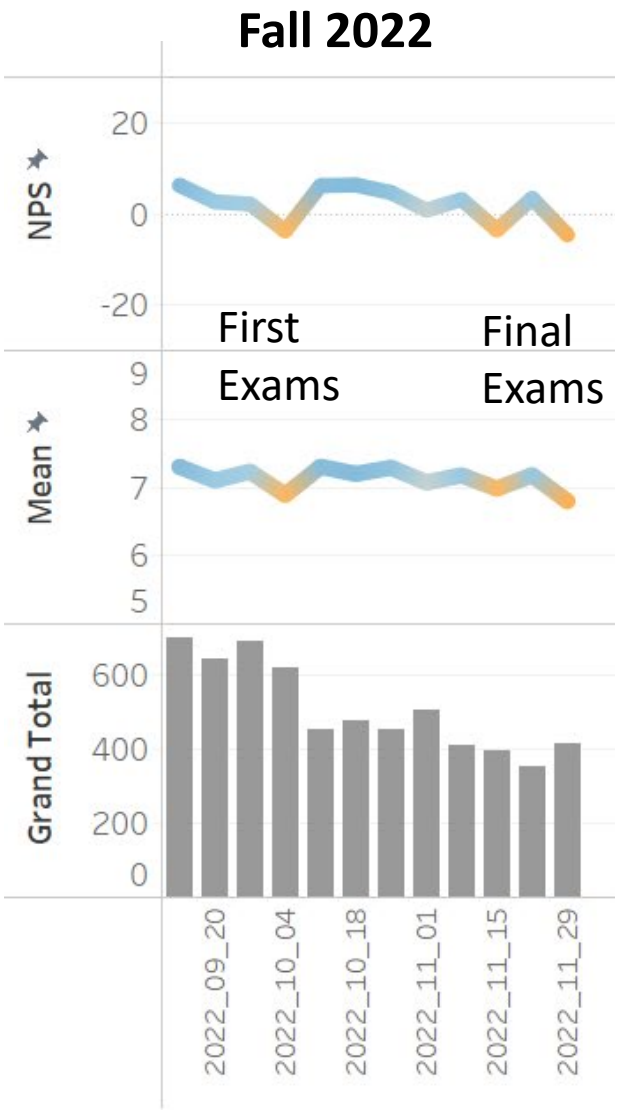
Even though response rates declined, the respondents remained representative



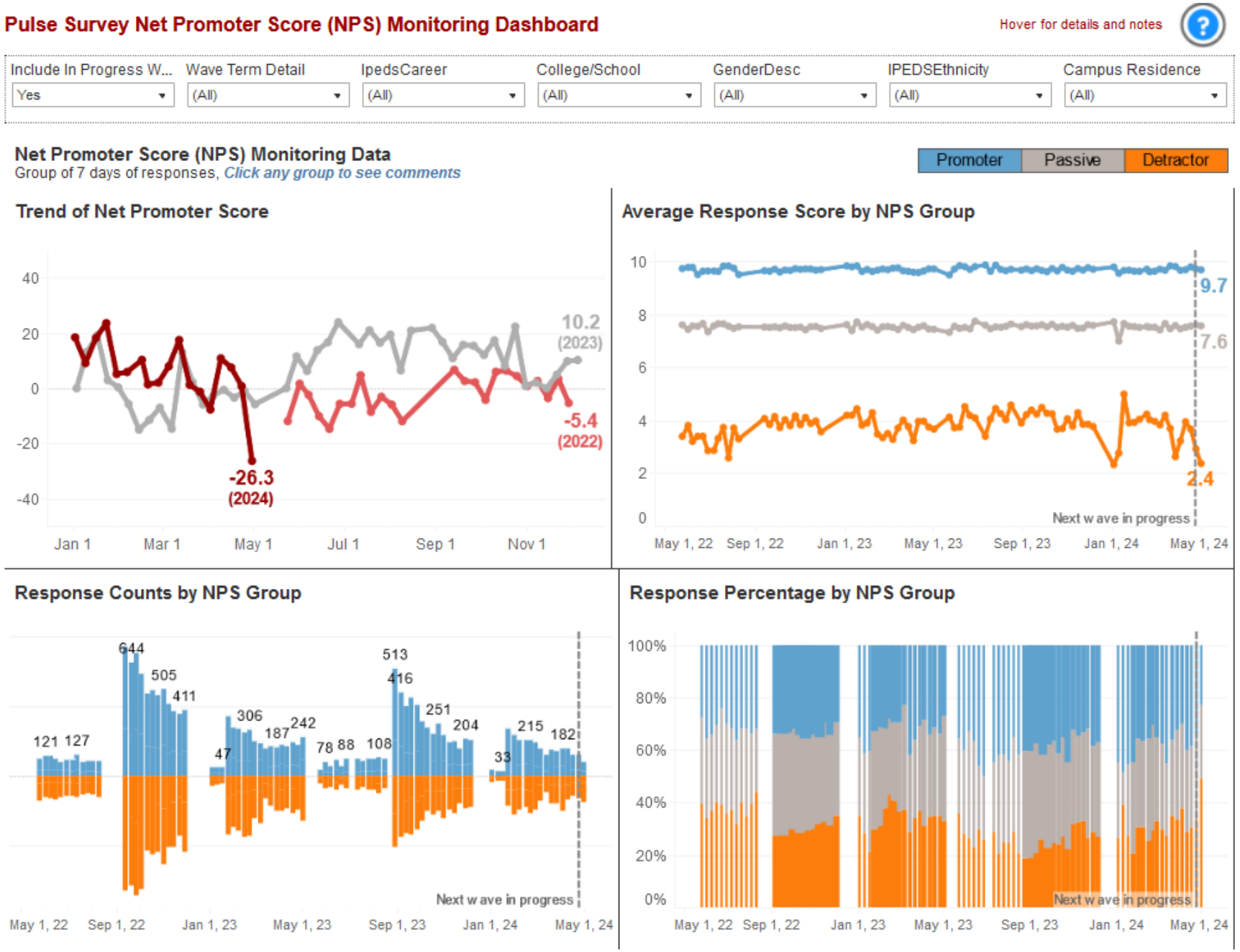




Academic Semester Results

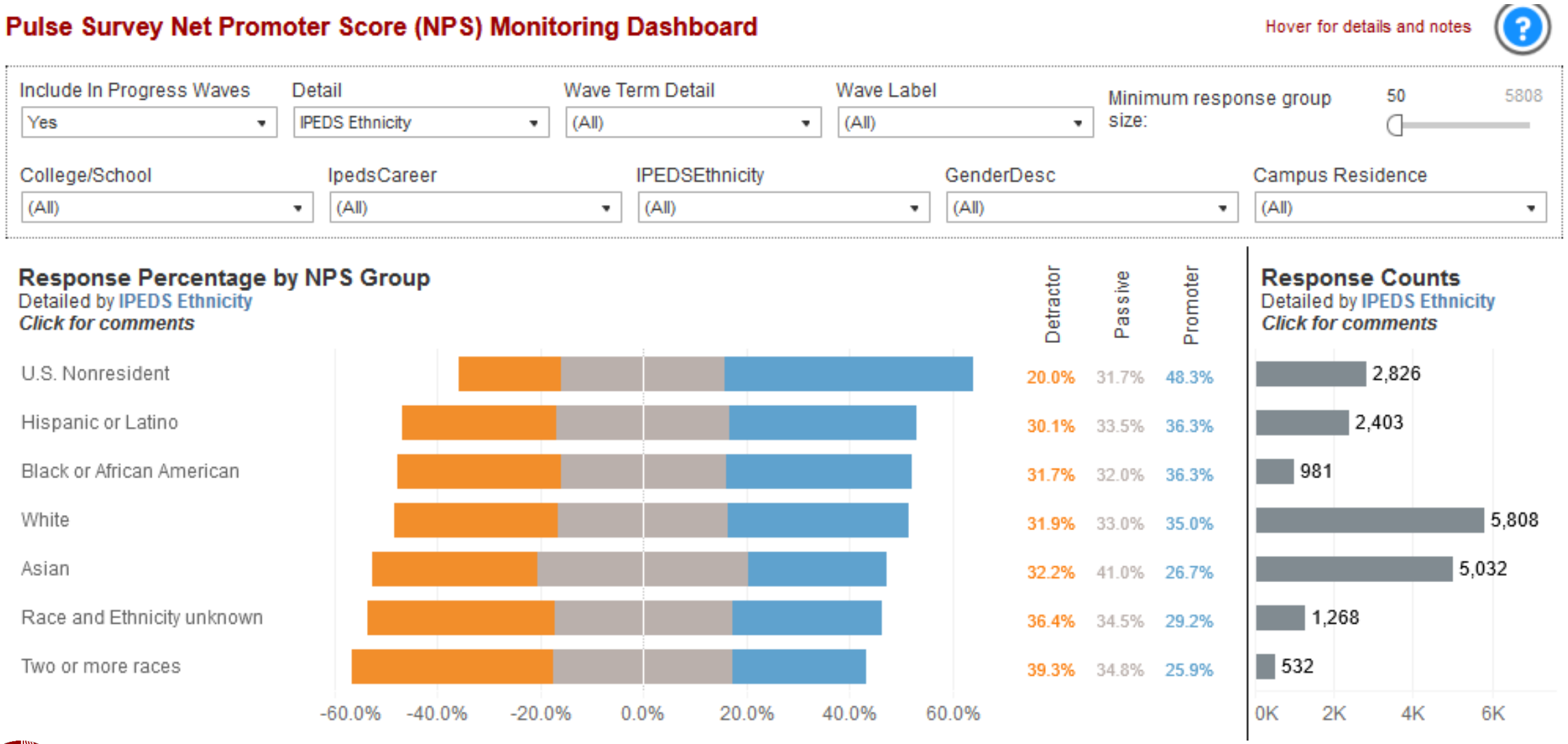


Current monitoring dashboard

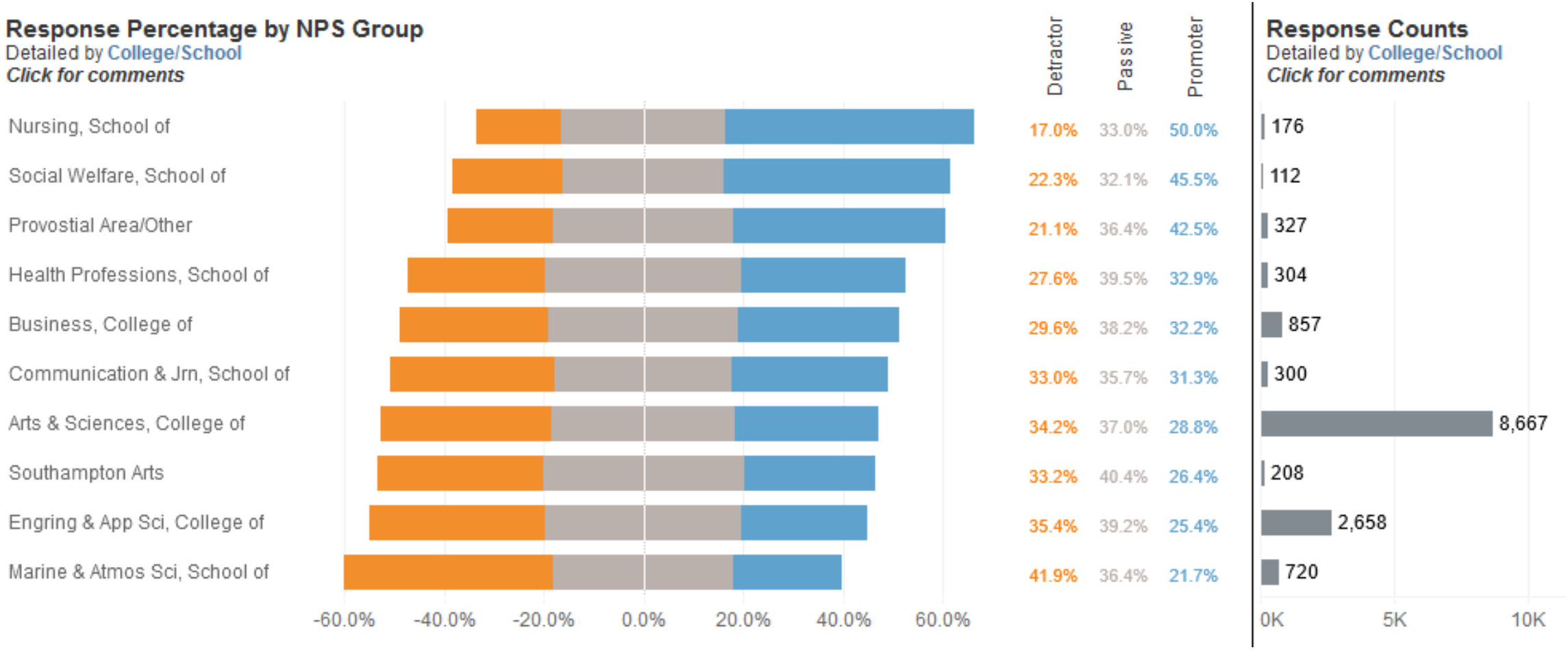


Stony Brook University

Group monitoring (Race/Ethnicity)



Group monitoring (UG College/School)



Dashboard isolates comments of a group

Pulse Survey Net Promoter Score (NPS) Monitoring Dashboard

Hover for details and notes

Include In Progress ...	Wave Term Detail	Sort by	IpedsCareer	College/School	GenderDesc	IPEDSEthnicity	Campus Residence
Yes	(All)	Student ID	(All)	(All)	(All)	(All)	(All)

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
	04/30/24	8	Passive	The campus is beautiful, the weather was super nice and it is quite an amazing spectacle. Overall, I've only been doing a lot of work in my dorm so I do not participate much in student life. However, I would recommend this school for anyone that wants r..
	04/30/24	7	Passive	I was able to attend an event at the Wang Center and get to experience different cultural mediums. However, when it comes to getting food on campus during lunch hour it can be difficult.
	04/30/24	6	Detractor	It seems a bit boring for many people. Especially for people who have been on campus for a few years. The main complaint is that "there is nothing to do". I've heard this from many peers who have dormed.
	04/30/24	9	Promoter	I love my job and I believe in this healthcare and academic system.
	04/30/24	7	Passive	Stony Brook has great places to sit down and study/have time to yourself. Most of the instructors I have had this week have been invested in my learning experience and I feel I am being prepared for my desired career path.
	04/30/24	6	Detractor	Good experience, but PhD research assistants should receive a living wage
	04/30/24	5	Detractor	all eyes on SBU admin responding to calls for solidarity with Gaza! Universities standing against their own students are NEVER on the right side! SBU has an opportunity to lead by supporting the movement for a free Palestine!
	04/30/24	3	Detractor	There has been a rise in anti-zionism/anti-senitism lately which has made it difficult to be a jewish student on campus. The bds resolution was passed by usg just recently, and as soon as tensions began calming down "encampments" started forming. Ple..

Comments are monitored

- Keyword stems for self-harm, violence, mistreatment, mandatory reporting
- Keywords flag a comment for analyst review and referral if appropriate within 24 hours

Themes from coded comments (2022-23)

	Activities	Professors	Support	Academics	Total	Program	Dining	Cost UGRD	Cost GRAD	Parking
Promoters	36%	38%	38%	34%	***17%***	30%	14%	17%	15%	6%
Passives	45%	31%	29%	35%	***28%***	30%	40%	35%	20%	25%
Detractors	19%	31%	33%	31%	***25%***	41%	46%	48%	65%	70%
NPS	**17**	**8**	**5**	**3**	**-8**	**-11**	**-31**	**-31**	**-51**	**-64**

Lessons Learned

1. Responses were stable by wave (a week) but not within waves (daily and moving averages shorter than a week were not stable)
2. Late respondents were much more negative
3. Sentiment tends to decline over the course of a fall or spring semester
4. In year 2, we found most useful distribution was comment push to senior academic and student affairs leaders.
5. AI might be a solution to coding responses but the jury is out

Late respondents have been much more negative

Day of Response	Detractor	Passive	Promoter	Grand Total	NPS	Mean	Std Dev
1	1,764	2,454	2,339	6,557	9	7.36	2.49
2	284	432	423	1,139	12	7.54	2.30
3	1,181	1,466	1,447	4,094	6	7.29	2.57
4	203	312	266	781	8	7.42	2.37
5	92	132	128	352	10	7.40	2.51
6	37	47	56	140	14	7.39	2.61
7	41	44	52	137	8	7.13	2.87
After window	1,433	1,049	948	3,430	-14	6.38	3.10
Grand Total	5,035	5,936	5,659	16,630	4	7.15	2.66

Fall and spring semester responses only

Email Push to Academic/Student Affairs

Tableau@stonybrook.edu Wed, Apr 24, 9:15 AM (10 days ago)
to Braden.Hosch

Pulse Survey Comment Monitoring Dashboard

Responses Yesterday	Comments Yesterday	Net Promoter Score (Avg-this week)	Net Promoter Score (Avg-this term)
73	30	-6.6	6.0

Survey Comments, Prior Day - 4/23/2024

This list shows yesterday's comments provided on the weekly campus pulse survey. The survey is distributed on Tuesdays during the semester, with a reminder on Thursdays. It asks two questions:

Q1 - Based on your experiences this week, how likely are you to recommend Stony Brook University to a friend or peer?
[0 - Not at all likely -- 10 - Extremely likely]
Q2 - Please consider sharing why you selected your previous rating. [Open Text]

Summary statistics are provided at the top of the page. Net Promoter Score (NPS) indicates the percentage of Promoters (rating of 9 or 10) less the perecentage of Detractors (rating of 6 or lower). A NPS of 100 would indicate all responses were promoters, where a NPS of -100 would indicate all detractors.

Educational & Institutional Effectiveness and Student Affairs | Source: Qualtrics Pulse Survey & SBU Data Warehouse | Data updated: 4/24/2024 9:03:47 AM

Rating	College / School	NPS Group	Comments
10	Arts & Sciences, College of	Promoter	Excellent experience so far
10	Arts & Sciences, College of	Promoter	I like how inexpensive it is for the quality education, a beautiful campus, and engaging activities and events.
7	Arts & Sciences, College of	Passive	I hung out with my friends and had a good time.
7	Arts & Sciences, College of	Passive	I am satisfied with my experience at Stony Brook daily. Especially with the warmer weather, there is so much more activity on campus! My frustration throughout the week (which is deducted from my rating) is certain classes only cover easy example problems, leaving the student to figure out much more difficult information on their own. I would suggest that professors go over all of the material (easy and hard) to better prepare students for the material they will be tested on.
6	Arts & Sciences, College of	Detractor	Funding opportunities are few and far between; it is hard to conduct research as a grad student without the financial support
6	Marine & Atmos Sci, School of	Detractor	it has a good academic reputation and a lot of on campus events and clubs to keep students involved.
6	Business, College of	Detractor	This semester was really not good. The teachers were not really on target with the syllabus- I felt like I was not learning unless I go home and have to teach myself. No teachers wanted to answer questions or make things understandable for the students. All reviews were awful and did not help with the exams. Every class has to curve their grades because nobody is grasping the concept. I feel like I'm walking on glass egg shells all semester. I can go to as much extra help as possible and attend all the extr..
6	Health Sciences Center	Detractor	Affordable institution with a solid reputation, but being a remote student has its challenges and I don't believe I am getting the full experience and advantage.
4	Arts & Sciences, College of	Detractor	Some of these professors suck at organizing their classes and are awful and balancing work through out the semester.
3	Arts & Sciences, College of	Detractor	I feel as if this school doesn't really listen to student voices, especially when it comes to pressing issues. There are students who peacefully protested, got arrested, and charges have yet to be dropped, this school can do better!

Artificial Intelligence Coding Results

description	Spring 2024 freq	Spring 2023 freq	Spring 2024 relative freq	Spring 2023 relative freq	relative difference	log-liklihood value
Support / Community Spirit	162	295	1.38	0.91	1.52	17.56
Professor / Faculty	119	242	1.01	0.75	1.36	7.33
Education	119	351	1.01	1.08	0.94	-0.36
Acitivties / Clubs	95	189	0.81	0.58	1.39	6.65
Parking / Transportation	50	253	0.43	0.78	0.55	-17.25
Programs	42	150	0.36	0.46	0.78	-2.22
Cost / Tuition / Affordability	39	215	0.33	0.66	0.5	-18.22
Dining	36	132	0.31	0.41	0.76	-2.34
Facilities	29	55	0.25	0.17	1.46	2.61
DEI	24	53	0.21	0.16	1.25	0.82
Commute / Location	19	37	0.16	0.11	1.42	1.5
Advising / Registration	15	36	0.13	0.11	1.15	0.21
Dorm / Housing	8	36	0.07	0.11	0.62	-1.7
Tutoring / Extra Help / Accommodations	5	20	0.04	0.06	0.69	-0.58
Online / Distance Learning	5	36	0.04	0.11	0.39	-5.06
Admin	4	27	0.03	0.08	0.41	-3.42

Results from Relative Insight Text Coding

Final thoughts

Iteration and patience have been important

Requires bandwidth in survey analysis unit

We are not yet good enough with artificial intelligence tools to produce verifiable and replicable results

Conversations with senior leadership is important throughout about governance, privacy, communication