### “Omnibus” Student Survey Methodology

| **Purpose:** | (1) Provide a responsive venue for real-time data collection on student needs  
|             | (2) Collect dynamic demographic information on students not stored in BANNER  
|             | (3) Respond to data collection needs of departments across campus  
|             | (4) Reduce the number of surveys students receive  
|             | (5) Monitor specific core theme objectives on perceptions and behaviors of current students (for example, percent of students participating in events on campus) |

### Audience: | 10,000 - 12,000 randomly selected, currently enrolled UVU students (excluding concurrent enrollment students) |

### Frequency: | Spring semester (March) and Fall semester (November), (since Fall 2007) |

### Response rate: | 10-12% |
1. Core Questions

2. “Hot Topics”

3. Department/Area specific questions
   [Note: Students are randomly assigned to “blocks” to reduce the length of the survey.]

4. Demographic Questions

5. Embedded Demographics
Parts of an Omnibus Survey

Core Questions

- Overall experience
- Student pride
- Inclusiveness/Respect
- Familiarity with program learning outcomes
- Familiarity with ELOs
- Feeling welcomed and supported
- Participation in events/activities

Demographic Questions

- Employment status / Hours worked
- Volunteer hours
- Marital status and children
- Income
- Residency in Utah
- Religion
- Languages spoken
- Parents education
Hot topics included Fall 2015

- Wait list behaviors and rationale
- Demand for evening food services
- Living situation & students being forced out of their apartments during finals week
- Student engagement
- Devices students have with them on campus
- Five things students need
- A few items from the Community Survey for comparison to our students

Hot topics included Spring 2015

- Number of courses intended vs. actually registered
- Spring Break schedule
- How students use Spring Break
- Self-reported likelihood of dropping out and reasons why
- Awareness / Use of the Leave of Absence program/policy
- Readership of the UVU Review
- Student funding strategies
## Parts of an Omnibus Survey (Past Participants)

**Repeat Customers**
- Student Government x10
- Academic advising x5
- Library x5
- Dining Services x5
- Career Services x4
- Wolverine track x4
- Registration x4
- One Stop x3
- Jump Start Orientation x3
- Women’s Success Center x3
- Facilities x2
- Testing Center x2
- Student Involvement x2
- NSSE awareness x2
- Financial Aid x2
- Engaged Learning x2
- Academic assessment x2
- Curriculum and scheduling x2
- Summer college x2
- Career and Technical Education x2

**One-time Customers**
- Department of Visual Arts
- Athletics
- Bookstore
- Center for the Advancement of Leadership
- Concurrent Enrollment
- International Center
- Institutional Research
- Information Technology
- Judicial Affairs
- Learning Management Systems
- Marketing
- Math Lab
- Mental Health
- Multicultural Center
- Night School
- Student Life and Wellness Center
- Student Services
- Summer Programs
- Turning Point
- UCCU Center
- UPAC
- UVU Review
- Volunteer and Service-Learning Center

“The ability to be able to reach a wide group of students through the Omnibus has been central to our advising assessment. It's allowed us to get an understanding of both student knowledge and opinion regarding advising. I can't imagine another way we would be able to get this information from so many students.”

– Tom Liljegren
Methodology

– 12,000 randomly selected UVU students were invited
– Administered 2 November -- 16 November 2015.
– 1,488 started the survey and 1,097 completed it (response rate of 9% - 12%).
– Margin of error is +/- 2.9%.
– 9 “blocks” of questions were included, but students were randomly assigned to blocks, so no students saw all the questions.
Core Questions

Overall experience at UVU (good or excellent)

- Fall 2012: 88%
- Spring 2013: 85%
- Fall 2013: 86%
- Spring 2014: 81%
- Fall 2014: 86%
- Spring 2015: 88%
- Fall 2015: 88%

Sense of UVU student pride (high or very high)

- Fall 2012: 42%
- Spring 2013: 39%
- Fall 2013: 38%
- Spring 2014: 40%
- Fall 2014: 36%
- Spring 2015: 43%
- Fall 2015: 39%
My fellow classmates treat me with appropriate respect almost all the time.

- Fall 2012: 77%
- Fall 2013: 75%
- Spring 2014: 71%
- Fall 2014: 74%
- Spring 2015: 74%
- Fall 2015: 77%

My instructor facilitates respectful class dialog even when differences of opinion are expressed almost all the time.

- Fall 2012: 85%
- Fall 2013: 82%
- Spring 2014: 80%
- Fall 2014: 87%
- Spring 2015: 87%
- Fall 2015: 88%
Participation in activities
(at least once in Fall 2015)

73% of students participated in at least 1 activity in Fall 2015
### UVU Student Omnibus, Fall 2015 (n=1488, confidence interval ±2.5%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>% of Students Agreeing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safe</strong></td>
<td>I feel like I can be myself at UVU.</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>I feel physically safe on campus.</td>
<td>93%</td>
</tr>
<tr>
<td><strong>Respected</strong></td>
<td>I feel personally respected by staff I interact with here at UVU.</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>I feel personally respected by my instructors.</td>
<td>86%</td>
</tr>
<tr>
<td></td>
<td>I feel personally respected by my fellow students.</td>
<td>86%</td>
</tr>
<tr>
<td><strong>Inspired</strong></td>
<td>UVU inspires me to pursue my passions and dreams.</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>I am excited about the things I am learning at UVU.</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Empowered</strong></td>
<td>UVU has empowered me to become who I wish to be.</td>
<td>61%</td>
</tr>
<tr>
<td></td>
<td>I feel empowered to shape my education at UVU in a way that will help me achieve my goals.</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Connected</strong></td>
<td>I feel connected to faculty on campus.</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>I feel connected to other students at UVU.</td>
<td>49%</td>
</tr>
</tbody>
</table>

Note: Numbers represent % of students who agree or strongly agree.
A few things we know about our students (as a result of the Omnibus, Fall 2015)

61% of our students have been living in Utah for over 15 years.

80% of students are employed.

18% are employed at more than one job.

30% of students work more than 30 hours per week.

22% of students support children at home.

75% of our students self-identify as LDS.

Of LDS students, 56% have served an LDS mission (About 42% of the student body overall.)
97% of students have some connection to the Internet with them on campus. (Most often a smartphone)

66% have a laptop or tablet with them on campus.

70% of students have a personal income of $20,000 or less.

1 in 3 students at UVU are interested in a major or degree UVU doesn’t offer.

Top five requests:
• Engineering
• Additional Master’s degrees (unspecified)
• Dietetics/Nutrition
• Social Work
• BS in Psychology
A few highlights from previous Omnibus surveys

Few students (1 in 4) students were satisfied with the shift in Spring Break.

3 in 10 students say they are at least somewhat likely they won’t complete their degree. Finances was named as the #1 reason.

Almost half of students who take an extended leave from UVU are working to save money.

2 of 3 students have never read the UVU review.

60% of students only applied to UVU.

43% of students are fluent in multiple languages.

77% of students were in favor of a smoke-free UVU.

10% of students have had their housing contract end before the semester ended.
Is there anything else you would like to bring to the attention of the UVU?

– 230 students offered suggestions and insights on a wide range of topics.
– These comments are grouped and forwarded to individuals or departments best positioned to review the feedback.
– A couple “actionable” examples:

“In case of an emergency, as a dance major student, I feel vulnerable to danger in the dance studios. There is not a place for us as students to go (under desks, tables, doorways) as there are none. Most of the studios are fitted with open windows and glass walls, leaving us open to anything. I would just like some information on what to do in case of an emergency.”

“When I go into the meditation room, there are people in there talking, texting, sleeping (snoring), giggling--just generally messing around. They have no concept of what that room is for. I always leave because I can't meditate in there. It's very frustrating.”
Development and Dissemination of Omnibus Results

DEVELOPMENT OF ITEMS

1. Core/demographic questions carried forward
2. Departments ask to be part of the Omnibus / or are redirected to the Omnibus
3. Hot topic items identified from various institutional discussions

DISSEMINATION OF RESULTS

1. Departmental questions delivered directly to department
2. Unsolicited comments delivered to key stakeholders (new)
3. Results published to the web
4. Added to other specific reports or studies as appropriate
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4. [Review and refinement of hot topic items by key decision-makers]

DISSEMINATION OF RESULTS

1. Departmental questions delivered directly to department
2. Unsolicited comments delivered to key stakeholders (new)
3. [Briefing of findings to groups of key decision-makers]
4. Results published to the web
5. [Report to students - UVU Review, Executive summary targeting students, Open presentation, Digital signs]
6. Added to other specific reports or studies as appropriate
Upcoming Spring 2016 items

1. Understanding how students choose general education courses
2. Course cancellations/rescheduling
3. Faculty use of technology
4. Student awareness of the available financial services
5. Student awareness of 75th Anniversary, and various marketing efforts
6. [Other suggestions?]
Learn more:
www.uvu.edu/iri
Surveys and Studies -> Student Opinion

Include your questions:  (Deadline for Spring 2016 is March 21st)
TimS@uvu.edu
Angela.Ward@uvu.edu

“Thank you for trying to understand the state of students at UVU, allowing us to share our opinions and have you take them seriously is really appreciated.”
– UVU Student (comment within the Omnibus)