**"Assessment Tablets Pilot"**

**Proposed Motions:** Approve the purchase of 3 tablets, not to exceed $1600, from the AS Discretionary Reserve Dollars.
**Sponsor**: Vice President for Business & Operations
**Persons of Contact**: VP Business & Operations, ASP Ast. Dir. For Marketing & Promotions

**Date:** June 2013

**Attached Document**

Electronic Assessment Analysis

**Background & Context**

Over the past two quarters, Cathy Dang (ASP Assistant Director for Marketing & Promotions) has been testing iPod Touches to fulfill ASP's Assessment/Evaluation responsibilities. They have used them with great success and resulted in increased participation, efficiency, and effectiveness. *See the attached document for more details.*

**Summary of Proposal**

The proposal is to pilot "Assessment Tablets" for the year 2013-2014. The goal of this proposal to evaluate improvement of data collection of the AS, while reducing paper consumption and overhead time associated with manual data input. Offices will be able to check out the devices and use them for **business only**.

This would be done by purchasing several different types of tablets varying in capability, platform, price range and size. The proposed devices are: Nexus 7(Android), Windows RT (Windows), Ipad Mini (Apple). These devices are well received and run on systems that are used by many students.

Summer: ASVP Business & Operations works with VU Tech Manager/Asst Director of VU Facilities to implement plan for an organization wide check out system and prep devices for such uses.

School year: Have a centralized checkout mechanism whereby offices may check out the devices for assessment purposes. Consult with VU Tech. Manager on integration of AS electronic systems.

End of Year: Assess success of pilot program and bring update to Board of Directors.

**Fiscally**

| | |
|---|---|
| Nexus 7 | $200 |
| Surface RT | 500 |
| Ipad Mini | 329 |
| Accompanying Accessories | 300 |
| Shipping (Estimate) | 80 |
| Tax (10%) | 141 |
| **Total** | **$ 1550** |

**Rationale**

The summer would be an ideal time to create the pilot plan as offices are not putting on programs during that time. The VP for Business and Operations has 4 years of experience from ATUS in checking out equipment for use. That experience will be used to create an accountable & sustainable checkout system. The tablets may also be used in meetings to test effectiveness in replacing written copies of documents.

## Analysis of iPod Touches Efficiency in Survey Collection

In an effort to reduce high amounts of paper waste and labor hours used to count survey data, AS Productions began to try using iPod Touches as a method of survey collection during a few of our events after B'Ham Jingle Jam.

## Background of  Previous Assessment Collection

AS Productions utilized standardized paper surveys that were slightly customized to each office. Each page of printer paper would contain 3 surveys, front and back. Depending on the size of the event, we will print 200 surveys (67 pages), or up to 1000 surveys (334 pages). Unused/leftover paper surveys are saved for the next event for that office. The paper surveys are easily distributed to the crowd due to the fact we can simply pass them out and they can turn them in at our table at the event.

From the survey pile, we draw a dinner for our assessment prize of the night. It is questionable exactly how "random" the selection is. It can be difficult to properly shuffle 200-400 pieces of paper.

Please Circle Only One Option

Year in School:   Freshman   Sophomore   Junior   Senior   Grad Student   Non-Student

Housing:
On-Campus:   North   Ridge   Fairhaven   BT   Birnam Wood
Off-Campus:   North   South   Park&Ride   Other_____

How Did You Find Out About This Event?

Facebook       Twitter       Word Of Mouth/Friend       Poster/Banner       AS Prod. Email List       AS Website

Scavenger/Clue hunt    Tabling       Napkin Inserts (Dinning Hall)       RA/RD contact       Other_____

Gender:  Male    Female    Gender Queer    What film would you like to see at next year's outdoor film (fall)_____

How important were each of these factors in coming to this event:   1=Not Important       2=Somewhat important    3=Very Important

The movie itself: _____    The Prizes: _____    Friends/socializing: _____    Pre-movie activities (booths, etc.): _____

*Sample of paper survey for Films.*

On average, paper surveys collected data from a range of 10-35% of the event's attendees.

Electronic Assessment Analysis

| Jingle Jam | Percentage | Nick Offerman | Percentage | Les Miserables | | Ben Gibbard | |
|---|---|---|---|---|---|---|---|
| 17 | 31% | 42 | 12% | 30 | 37.5% | 18 | 38% |
| 11 | 20% | 50 | 14% | 26 | 32.5% | 4 | 8% |
| 12 | 22% | 87 | 25% | 16 | 20.0% |  | 0% |
| 13 | 24% | 97 | 28% | 6 | 7.5% | 8 | 17% |
| 0 | 0% | 5 | 1% |  | 0.0% | 8 | 17% |
| 1 | 2% | 66 | 19% | 2 | 2.5% | 2 | 4% |
| 15 |  | 22 | 7% | 15 | 19.5% | 4 | 8% |
| 2 |  | 12 | 4% | 8 | 10.4% |  | 0% |
| 3 |  | 11 | 4% | 8 | 10.4% | 4 | 8% |
| 17 |  | 15 | 5% | 15 | 19.5% | 7 | 14% |
| 27 |  | 250 | 81% | 9 | 11.7% | 22 | 45% |
| 13 |  | 109 | 35% | 5 | 6.5% | 20 | 41% |
| 1 |  | 8 | 3% | 12 | 15.6% |  | 0% |
| 13 |  | 86 | 28% | 2 | 2.6% |  | 0% |
|  |  | 19 | 6% | 3 | 3.9% |  | 0% |
|  |  | 28 | 9% |  | 0.0% |  | 0% |
|  |  | 133 | 41% | 9 | 9.8% |  |  |
|  |  | 190 | 58% | 39 | 42.4% | 48 | 94% |
|  |  | 3 | 1% | 42 | 45.7% | 3 | 6% |
| 18 | 9% | 199 | 56% |  | 0.0% | 32 | 63% |
|  |  | 3 | 1% | 2 | 2.2% | 6 | 12% |
|  | 0% | 143 | 40% |  | 0.0% | 7 | 14% |
|  | 0% | 9 | 3% |  | 0.0% | 2 | 4% |
|  | 0% |  |  |  | 0.0% | 1 | 2% |
|  | 0% | 3 | 1% |  | 0.0% | 3 | 6% |
|  | 0% |  |  |  |  | 34 | 67% |
|  | 0% |  |  |  |  | 16 | 31% |
| 520 | 10.38% | 1053 | 33% | 291 | 27.5% | 640 | 8% |

*Sample of data collected from Special Events, Films, and Pop Music. Green background indicates percentage of attendees that we collected assessment from.*

Depending on the amount of paper surveys that were collected and the nature of questions asked, Production Assistants, who are paid $9.19 per hour, can take 1-5 hours to record the data. This equates to $9.19 - $45.95 in student dollars spent on recording data. Data can take 1-2 weeks to be sent the Assistant Director.

**iPod Touch Method of Assessment Collection**

For a few events, AS Productions tested replacing paper surveys with electronic surveys. We would check out 6 iPod Touches from ATUS classroom services.  The surveys were created on Surveymonkey, and loaded onto iPod Touches' Safari or Chrome application. The iPod touches would need 2-3 people keeping a watch on at least 2 iPods, handing them to people to take the survey, and passing them down the line. We would also have a poster posted with a link to the survey so attendees can take the survey via their own smart phone.

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| 1. Year In School: | | Response Percent | Response Count |
|---|---|---|---|
| Freshman | | 24.3% | 43 |
| Sophomore | | 18.1% | 32 |
| Junior | | 17.5% | 31 |
| Senior | | 14.7% | 26 |
| Graduate Student | | 2.8% | 5 |
| Non-Student | | 22.6% | 40 |
| | | answered question | 177 |

*Sample of data collected and counted in Surveymonkey.*

It is extremely easy to select giveaway winners. Each survey participant is assigned a number, and we use a random number generator to choose a winner.

For the events we have chosen to use the iPod Touches to collect data, at least 20% of event attendees participated.

| Argo | | #SonicsAllDay | | Aaron Carter | |
|---|---|---|---|---|---|
| 37 | 38% | 43 | 24% | 22 | 12% |
| 18 | 19% | 32 | 18% | 8 | 5% |
| 24 | 25% | 31 | 18% | 5 | 3% |
| 14 | 14% | 26 | 15% | 29 | 16% |
| 1 | 1% | 5 | 3% | 31 | 18% |
| 3 | 3% | 40 | 23% | 5 | 3% |
| 17 | 18% | 22 | 13% | 46 | 26% |
| 13 | 13% | 1 | 1% | 10 | 6% |
| 8 | 8% | 10 | 6% | 21 | 12% |
| 14 | 14% | 20 | 12% | 77 | 35% |
| 20 | 21% | 112 | 68% | 70 | 31% |
| 6 | 6% | 38 | 23% | 46 | 21% |
| 15 | 15% | 4 | 2% | 10 | 4% |
| 3 | 3% | 45 | 27% | 13 | 6% |
| 1 | 1% | 7 | 4% | 0 | 0% |
| | 0% | 21 | 13% | 7 | 3% |
| 8 | 8% | 96 | 62% | 173 | 90% |
| 18 | 19% | 58 | 38% | 20 | 10% |
| | 0% | 0 | | 64 | 33% |
| 3 | 3% | 70 | 33% | 31 | 16% |
| | 0% | 9 | 4% | 51 | 26% |
| | 0% | 64 | 31% | 23 | 12% |
| | 0% | 36 | 17% | 4 | 2% |
| | | 14 | 7% | 20 | 10% |
| | | 12 | 6% | | 0% |
| | | 3 | 1% | | 0% |
| | | 1 | 0% | | |
| 246 | 39% | 741 | 24% | 800 | 24% |

*Sample of data collected from Films, Special events, and Pop Music. Green background indicates percentage of attendees that we collected assessment from.* Because we used Surveymonkey to collect the data, the data is instantly counted and able to be recorded quickly.