



"Request for iPad Minis for the ESC"

Proposed Motions: Approve (NTE) \$800 for the purchase 2 iPad minis and cases for ESC from the AS Reserves (FFXRES).

Sponsor: Mayra Guizar, AS VP for Diversity

Persons of Contact: Nate Panelo, ESC Coordinator

Guest Speaker: Nate Panelo, ESC Coordinator

Date: August 14, 2013

Attached Document

- Evaluation for Club Events
- Survey for ESC

Background & Context

The ESC is planning to increase assessment work that will help better serve the students, community members, and the university. Our assessment goal for the year is as follows:

GOAL #3:	Strategic Assessment Plan Assessment in the ESC has been a continual project for the ESC. There have been many attempts to assess different projects and focus on what needs to be prioritized with the amount of resources the ESC staff has to give. We plan to be more strategic in Assessment Planning by focusing on the following: <ul style="list-style-type: none">• Building consistency with surveys, evaluations, and questionnaires to provide longevity of assessment• Beginning quarterly survey to ask students in the ESC to assess use of space, needs/wants, and continual improvements• Continuing ESC Event Evaluation on student voice for next year and build an incentive program to increase the number of participants
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Initially, our plan was to request Surface tablets to help assess this work. The main issue was that the ESC uses Campuslabs (also known as Studentvoice) for the assessment work (instead of survey monkey). Campuslabs is purchased by the office VP for Enrollment and Student Services and is where "most" departments in the division store their Key Performance Indicators, evaluations and surveys. Campuslabs also in compatible with iOS systems and built a user friendly app for Apple devices that can be used offline and data formatted with plugged back into the internet.

After talking with Chris Miller, Flung Le and Mayra Guizar, the ESC is requesting to invest in iPads instead of Surface tablets. The project will be led by Nate Panelo, the ESC Coordinator, and transcribed for the ESC annual report at the end of the year.

Summary of Proposal

The ESC is asking to purchase 2 iPad minis to help with collecting data from surveys and evaluations. The iPads will be linked with the CampusLabs application and assessed without being connected to the internet/wifi. Every event that the ESC holds, there will be an evaluation table for attendees to fill out the survey and then enter a drawing for a ~\$20 gift card to the AS bookstore, pulled by the end of each quarter. The questions from last year is attached.

The ESC will also conduct a quarterly survey for students utilizing the center. The questionnaire will be administered by the ESC front desk and will be given to students entering the ESC. The questionnaire will only be open for a span of a week to and in the middle of the quarter to make sure we get adequate responses from those who utilize the ESC on a regular bases. The questions are attached.

Fiscally

We are hoping to make the survey as streamlined and efficient as possible. To do that requires the correct technology, which in this case are iOS compatible devices. We understand that financially it will cost more, but the iPad will help us get back assessment while not providing a hassle to the customer. Consultation with the prices have been brought up to the AS VP for Bus ops and has been presented the reasoning for asking this amount of money. The ESC decided iPad minis because of price reduction in comparison to a regular iPad. We believe the iPad minis are big enough to type on, not too small to read texts and compact enough to travel around when going to different events. We found that the iPods are were too small and can easily be misplaced, and the regular iPads were too expensive.

Rationale

Assessment is critical for any departments' growth. The ESC has been implementing so many different ways of assessment in the past years and most have not been consistent to create conclusions/solutions to issue that the ESC staff and students face. The following are the issues that we faced this past year and how an iPad mini will be able to resolve that case.

Current issues	Resolution
<p>Privacy: One huge facet to this is a sense of privacy. Our staff concluded that many students deter for filling out our surveys even though we said that their answers will be held confidential. Also, many responses we received felt "generic" and did not give us a scope of what we were doing positively and constructively.</p>	<p>With an iPad mini, we will be able to let them know that their answer will be sent directly to campuslab's database so their answers will be fully confidential. We hope that our responses will be more authentic, and because of the easy user-friendly interface, participants will be able to type more and give us better feedback.</p>
<p>Convenience: Our previous assessment plan was incredibly taxing on our staff and cumbersome for the participants. Evaluators had to either fill out a sheet of paper and our staff had to manually enter them in, or they had to take out their smartphone (if they had one) go on the web and fill it out online.</p>	<p>With the iPad minis and the Campuslabs app for iOS, this would solve the "inconvenience" that most of our participants deal with. This will streamline our process and take out excess "paper waste" that we were accumulating in the office.</p>
<p>Consistency: One thing that is important about assessment is that every question must have a reason to be on the evaluation. Looking a previous evaluations, there were many changes made every year making consistency an issue. We could not assess if we were improving or lacking year by year.</p>	<p>We believe our questions are broad enough for every participant to give quality feedback and intentional for every question to have a meaning. This will help provide some longevity in the coming years and help us assess our key performance indicators.</p>
<p>Technology: We also understand that having the most current technology boosts our chances for more participation and popularity to fill out something and not everyone enjoys doing.</p>	<p>With iPad minis, the face of assessment will look a lot more appealing and up to date. Having 2 iPads will be able to get a good flow for participation.</p>
<p>Efficiency: Prior going online, our front desk staff took hours transcribing and deciphering sheets of evaluations and compiling them on to an excel sheet. After we went online starting last spring, we allocated their time to the events and directly soliciting participants to fill out the survey on an iPod or their smartphone. It was a great transition but the response rate and terrible because the online version was not user friendly and it took too long to get through the survey.</p>	<p>With the new iPad minis (and the bookstore incentive) we are hoping to see a spike in response rate and quick "filling out" times to complete the survey. This will help create a smoother transition and have it be less cumbersome to get the feedback we need for events.</p>