



Making the Most of Your Intake Survey

Tuesday, August 3, 2021 | 12:00 p.m. – 1:00 p.m. Eastern Time

We will begin at 12:02 p.m. Eastern Time once everyone has joined

Zoom Webinar Features

The screenshot shows a Zoom Webinar interface. At the top, there is a white header with the EAB logo (a blue circle containing a stylized building icon) and the text "EAB". Below the header is a dark blue background with a pattern of light blue geometric shapes (circles and squares). The text "EAB Virtual Session" is displayed in white and light blue. Below this, the year "2020" is partially visible. Two callout boxes with orange borders and yellow dots pointing to the bottom toolbar are present. The first callout box contains the text "Use the Chat feature to send messages to all panelists or everyone" and points to the "Chat" button. The second callout box contains the text "Use the Q&A feature to ask questions" and points to the "Q&A" button. The bottom toolbar is dark grey and contains the following elements from left to right: "Audio Settings" with an upward arrow icon, "Chat" with a speech bubble icon, "Q&A" with a speech bubble icon, and "Leave Meeting" in red text.

EAB

EAB
Virtual Session

2020

Use the Chat feature to send messages to all panelists or everyone

Use the Q&A feature to ask questions

Audio Settings ^

Chat

Q&A

Leave Meeting

Join the Conversation!

Using Zoom Chat Features

Use the Chat feature to send messages

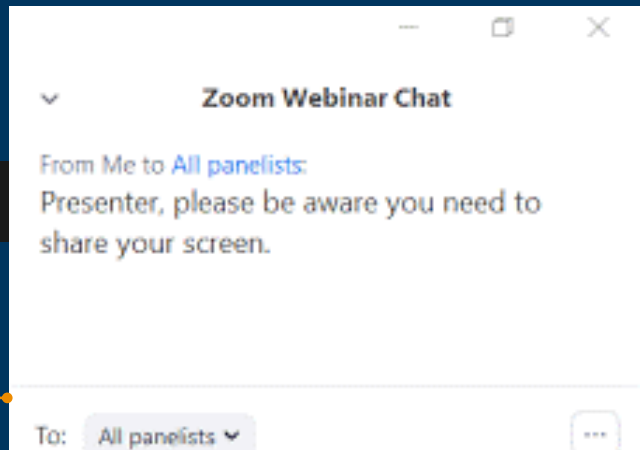
Audio Settings ^



Chat

Click the arrow next to "All Panelists" in the Chat window.

Select "All panelists and attendees" from the drop-down menu to share your thoughts or questions with the audience



Meet Your EAB Presenters



Kelly Casperson
Starfish Account Manager



Lindsay Kubaryk
*Senior Associate, Technology
Partner Success*

Tell Us About Yourself!

My current role can best be described as:

- Student Success Strategy and Execution
- Navigate or Starfish Platform Administration
- Advisor or other student service provider
- Teaching faculty
- Faculty academic leadership (Dean, chair, etc.)
- IT/Technical Lead
- Other (please share in the chat)

Quick Poll

When it comes to Intake Surveys, I am...

- New to them entirely
- Re-thinking our current intake survey content or strategy
- Use them all the time and love them (so I'll share all my wisdom in the chat! 😊)
- Other (please share in chat)

What Do You Know About Your Students?

And how can it help you support student success?

Often Several Paths to Learning About Our Students

Before they arrive on campus...

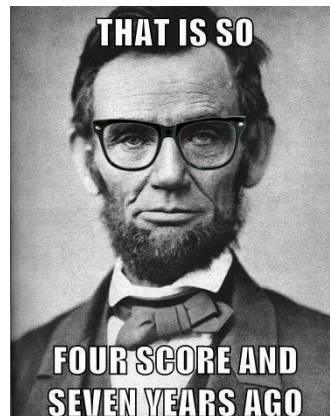
- ✓ Student Information System
- ✓ Application Information
- ✓ Orientation Registration
- ✓ Financial Aid Information

And as the semester persists

- ✓ Advising appointments
- ✓ Alerts

But No Systemic Way to Access or Leverage Info to Support Students

- ✗ Information can't be accessed by student success staff
- ✗ Information learned too late to provide proactive support



Enter: Intake Surveys

The Benefit for Student Success



Make Early
Alerts Even
Earlier



Provide Context
to Inform
Student
Interactions



Create More
Opportunity to
Support
Students
Holistically

Meet Northeast Wisconsin Technical College



NWTC

3 campuses and 5
regional learning
centers



~7,800 degree-
seeking students



200+ degrees, diplomas
& certificates



Starfish partner
since 2013



Creating the Survey



What You Know, What Barriers Students Face, and Available Support

What Worked at NWTC:

- Created a Cross-Functional Committee
- Researched survey tools and content in the market
- Brainstormed common barriers encountered by NWTC Students
- Wrote survey questions based on barriers



Guiding Questions for Intake Survey Design

Can we consolidate info we already know into Navigate / Starfish?

What are common barriers or pain points faced by our student population?

What support is available around key barriers?

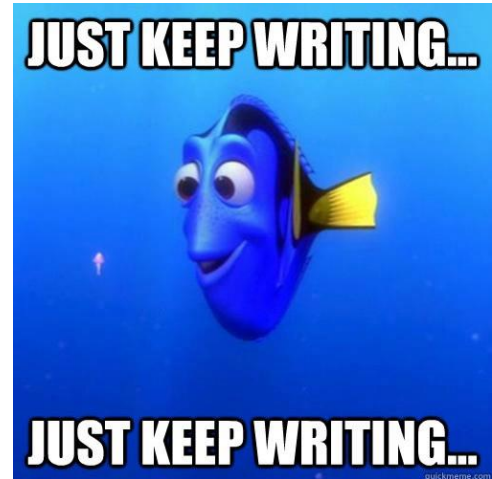
How are we going to act on this info once we have it? Who needs to know?

Dos and Don'ts of Writing Survey Questions

11

Fundamentals to Keep Top-of-Mind

- Don't ask questions you already have the answer to
- Make sure your answers match your question
- Use student language
- Make sure each question has a purpose
- Avoid double-barreled questions
- Try using 5 or 7 answer choices, rather than 3



I am certain of my
career goals and
program choice.

VS

How certain are you
about your career
goals?

How certain are you
about your program
choice?

Writing Survey Questions



I worry about having enough money to pay for school

I am confident that I will stick to a spending plan while in college.

VS

How are you planning to pay for college?

- ☐ Self-funded (job, savings, etc.) or Parents
- ☐ Financial Aid/FAFSA (grants, loans, work study)
- ☐ Veterans Education Benefits
- ☐ Unsure
- ☐ Other (i.e. employer funding, scholarships, etc.)

I am confident using a computer to complete assignments and learn new skills.

- ☐ Agree
- ☐ Somewhat Agree
- ☐ Disagree

VS

How confident are you in your ability to use a computer to complete assignments?

- ☐ Very confident
- ☐ Moderately confident
- ☐ Slightly confident
- ☐ Not confident at all

Getting Students to Take the Survey



Most Effective: Embed into Existing Requirement

- Orientation – registration or in-session completion
- FYE or Intro to College course assignment
- Advising appointment
- Course registration

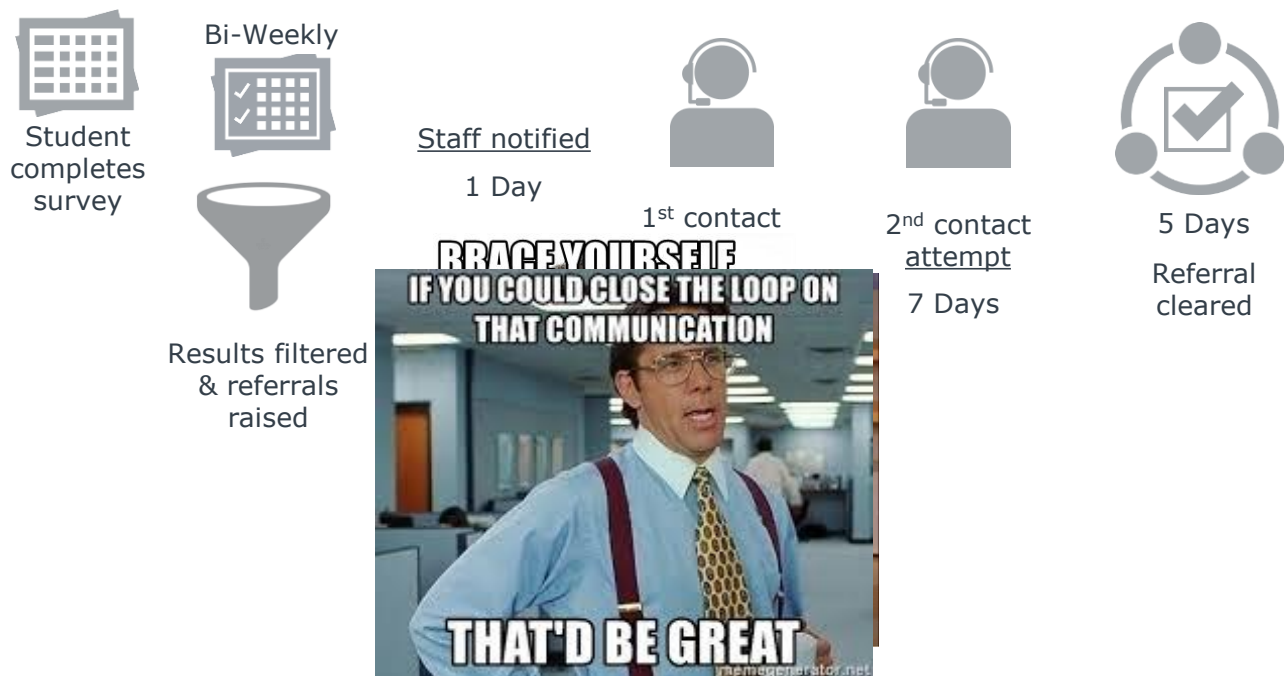
Somewhat Effective: Incentives

- Right-size incentive to length and strategic significance of survey
- Sample incentives:
 - Free beverage or snack from campus café/vendor
 - Weekly entering into drawing for higher-value item such as \$100 Amazon/bookstore gift card, AirPods, etc



Facilitating Referrals

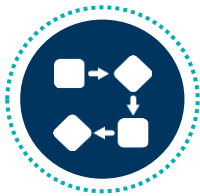
NWTC's Student Intake Survey Workflow



Facilitating Referrals



Make the Most of Student Intake Info with Effective Workflows



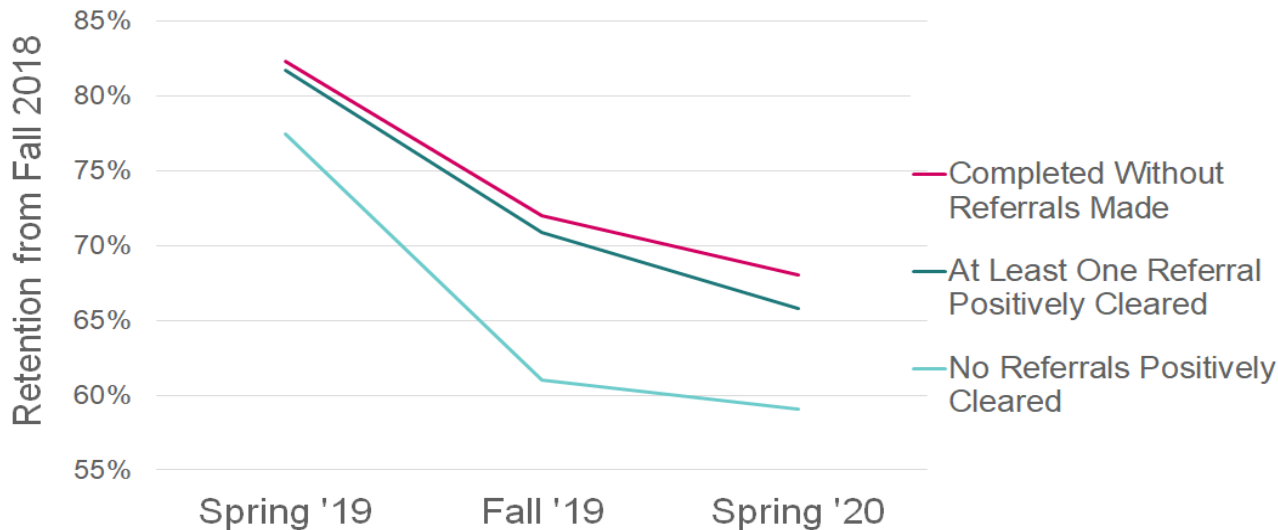
Tips for Effective Workflows

- ✓ Determine your audience: Create technical vs. user-focused workflow
- ✓ Keep it simple and eliminate unnecessary steps
- ✓ Collect input from multiple stakeholders, including students
- ✓ Communicate and publish workflow to maintain transparency
- ✓ Hold users accountable

Deploy Proactive and Informed Support Using Intake Info

- ✓ Identify **pivotal moments in the student lifecycle** based on intake survey info where students may benefit from proactive support
 - Scholarship or job opportunities
 - Emergency grant availability
 - Caretaking support during midterms/finals
 - Wellbeing support
- ✓ **Use Intake Survey data to contextualize other alerts** for informed outreach and support
 - Include **curated resources** in your outreach that may benefit them without stigmatizing their situation

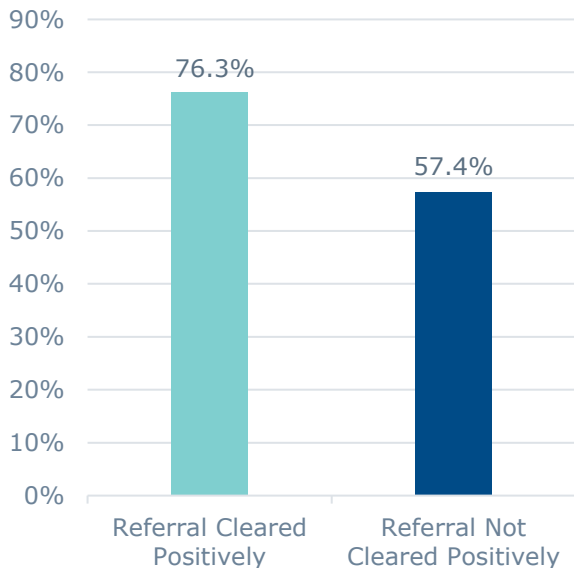
Impact of Referrals on NWTC Retention



Spring 2021 Impact of Referrals at NWTC



Persistence of Students with Intake Survey Referrals, Fall '20 to Spring '21



Data from October 2020-February 2021 Referral receivers:

- 76.3% of students who had at least one intake referral cleared positively enrolled in Spring 2021
- 57.4% of students who had at least one intake referral but NONE cleared positively enrolled in Spring 2021

Evaluate Your Intake Survey Annually



Questions to Consider

1

What new initiatives or supports have been developed in the past year that could use Intake Survey data for student referrals? What initiatives or support have stopped that you can remove?

2

Is there anything going on in the community or globally that you want to be able to support students around?

3

How did referrals based on Intake Survey data go this past year? Is there new or different-in-kind info that you should collect to make those referrals more effective?



New Student Intake Survey

New NWTC program students take our intake survey because we want to get to know you, your strengths, and any potential challenges to your graduation. It is normal for students to experience challenges and research shows that the most successful students can identify what they need and take advantage of the resources offered. By providing your honest responses on this 3-5 minute survey, we will proactively connect you to the support you need.

Where do you plan to take most of your classes this semester? (Select all that apply)

- ☐ Green Bay
- ☐ Marinette
- ☐ Sturgeon Bay
- ☐ Shawano
- ☐ Oconto Falls
- ☐ Crivitz
- ☐ Luxemburg
- ☐ Niagara/Aurora
- ☐ Online

How certain are you about your career goals?

- ☐ Very certain
- ☐ Moderately certain
- ☐ Slightly certain
- ☐ Not certain at all

How many hours per week do you plan to work while enrolled in classes?

- ☐ 0
- ☐ 1-9
- ☐ 10-19
- ☐ 20-29
- ☐ 30-39
- ☐ 40+

Do you provide frequent care for individuals other than yourself (e.g., children, siblings, parents, etc.)?

- ☐ Yes
- ☐ No

Are you enrolled member of a federally recognized tribe?

- ☐ Yes
- ☐ No
- ☐ Prefer not to disclose

What is the primary language that you speak?

How would you rate your past experience in Math?

- ☐ Not challenging at all
- ☐ Slightly challenging
- ☐ Moderately challenging
- ☐ Very challenging

How would you rate your past experience in Reading?

- ☐ Not challenging at all
- ☐ Slightly challenging
- ☐ Moderately challenging
- ☐ Very challenging

How would you rate your past experience in Writing?

- ☐ Not challenging at all
- ☐ Slightly challenging
- ☐ Moderately challenging
- ☐ Very challenging

How would you rate your past experience in Science?

- ☐ Not challenging at all
- ☐ Slightly challenging
- ☐ Moderately challenging
- ☐ Very challenging

How confident are you in your ability to use a computer to complete assignments?

- ☐ Very confident
- ☐ Moderately confident
- ☐ Slightly confident
- ☐ Not confident at all

How often do you have access to a computer that you can use to complete school-related work away from an NWTC campus?

- ☐ Always
- ☐ Most of the Time
- ☐ Rarely
- ☐ Never

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How are you planning to pay for college? (Select all that apply)

- ☐ Self-funded (job, savings, etc.) or Parents
- ☐ Financial Aid / FAFSA (grants, loans, work study)
- ☐ Veterans Education Benefits
- ☐ Unsure
- ☐ Other (i.e., Employer Funding, Scholarships, etc.)

Do you and your family have access to enough food every day?

- ☐ Yes
- ☐ No

Do you and your family have safe and dependable housing?

- ☐ Yes
- ☐ No

Which of the following services would you like information about before you begin classes at NWTC? (Select all that apply)

- ☐ Academic Coaching/Tutoring
- ☐ Disability Services
- ☐ Assistance to pay for childcare
- ☐ Community Resources (e.g., housing, food share, social service agency information, or referrals)
- ☐ Extracurricular Activities (e.g., student organizations, student government, intramural athletics, etc.)
- ☐ Financial Coaching and Budgeting
- ☐ Personal Counseling (e.g., anxiety, depression, ADHD, etc.)
- ☐ Study Abroad
- ☐ Veterans' Services
- ☐ Computer Help Videos (using NWTC systems and common computer tasks)
- ☐ Help with Home Internet Access
- ☐ Career Services - Help finding a job while in college

I know I will succeed in college because:

Thank you! We're glad you're at NWTC and believe that you can achieve your goals here. Your responses on this survey will be shared with appropriate staff who may connect with you to provide assistance and resources. Your conversations with us are an important step in your success and achieving your goals.

Questions? Contact:

John Grant, NWTC Dean of Student Development, at john.grant@nwtc.edu or 920-498-6984

Matt Petersen, NWTC Manager of Student Retention, at matthew.petersen@nwtc.edu or 920-498-6886

When you have to go to campus for class, how will you typically get there? (Select all that apply)

- ☐ My own vehicle
- ☐ Bus
- ☐ Ride with family or friends
- ☐ Walk/Bicycle
- ☐ Taxi or Uber/Lyft
- ☐ I am taking online classes
- ☐ Unsure/ do not have reliable transportation
- ☐ Other

How much flexibility do you have in your schedule to increase your study time if needed?

- ☐ A lot of flexibility
- ☐ A moderate amount of flexibility
- ☐ Only a little flexibility
- ☐ No flexibility at all

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Questions About NWTC's Intake Survey?

Contact Matt!

Matt Petersen

NWTC Manager of Student Retention

Matthew.Petersen@mwtc.edu

920-498-6886

Final Thoughts

Please take a moment to answer this final poll question to provide your overall experience on today's session.

We have also shared a link to a short online evaluation in the **Chat** and we would appreciate if you could take 2-3 minutes to give us additional feedback on your experience today.
