



Surveys on a Shoestring

Presented by:
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New York Chiropractic College
SESM07

Just a little about NYCC



NYCC STAKEHOLDER SURVEYS						
	Students	Alumni	Faculty	Staff	Patient	Other
Trimesterly	<ul style="list-style-type: none"> — Entering – DC — 4th Trimester – DC** — 7th Trimester – DC** — 10th Trimester – DC** <p><i>**Reported at Fall Faculty Meeting</i></p>				<ul style="list-style-type: none"> — Patient Satisfaction 	
Annually	<ul style="list-style-type: none"> — Entering – AOM — 3rd Trimester – AOM** — 6th Trimester – AOM** — Ending Trimester – MSA** — Ending Trimester – MSAOM** <p><i>**Reported at Fall Faculty Meeting</i></p>	<ul style="list-style-type: none"> — Preparedness 3, 5, 7 years out – DC** <p><i>**Reported at Fall Faculty Meeting</i></p>	<ul style="list-style-type: none"> — Faculty Satisfaction** — Technology <p><i>**Reported at Winter Faculty Meeting</i></p>	<ul style="list-style-type: none"> — Staff Satisfaction** — Technology <p><i>Reported at Winter Faculty Meeting</i></p>		<ul style="list-style-type: none"> — Women's Health Symposium — Alumni Survey of other Chiropractic Colleges** <p><i>**Reported at Fall Faculty Meeting</i></p>
Bi-Annually	<ul style="list-style-type: none"> — Technology – DC & AOM — General Student – DC & AOM** <p><i>**Reported at Spring Faculty Meeting</i></p>					
As requested Or Needed	<ul style="list-style-type: none"> — Financial Aid – DC & AOM — Judicial – DC & AOM — Middle States – DC & AOM — Shadowing – Depew - DC — 9th Tri Business - DC — Technique Course - DC — Attitudes of Professionalism Depew - DC — Graduation Survey - DC — Interactive Video Conferencing - DC — 6th Tri Computer Survey - DC — Computer Technology - AOM 		<ul style="list-style-type: none"> — Geriatrics & Chiropractic — Faculty In-Service — Middle States — Judicial — Judicial – Follow-up — Graduation Survey — Quality Quiz — Home Computer Information — HR Survey — MSA Process – Follow-up — FISH! 	<ul style="list-style-type: none"> — Middle States — Self Assessment & Action Planning (SR Staff) — Leaders & Staff-Making Progress (supervisors) — Team Building — Time Bank for Full-Time Staff — Staff Evaluation (Supervisors) — HR Survey — MSA Process – Follow-up — FISH! 		<ul style="list-style-type: none"> — Women's Health Symposium – follow-up — Applicant Withdrawal — Geriatrics & Chiropractic NYSCA — Geriatrics & Chiropractic Partner — Geriatrics & Chiropractic LACC

Learning Objectives

- Neutral, unbiased questions aimed at your target population.
- Survey delivery methods.
- Simple data analysis.
- Got data, now what?

Target Population

- Who are they?
- What do you want to know?



Demographics



- How do you want to segregate the data?
- Do your respondents mirror your target population?

Integrity



- Understand the difference between Anonymous and Confidential
- Understand that your target population may be sensitive to information sharing

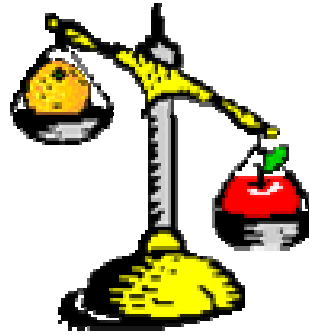
Neutral
Unbiased



Understood
Limited

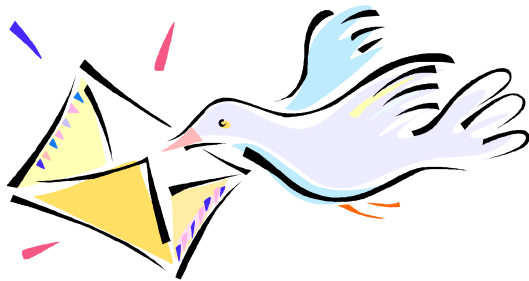
Scales

- Consistent
- Balanced
- “Likert”

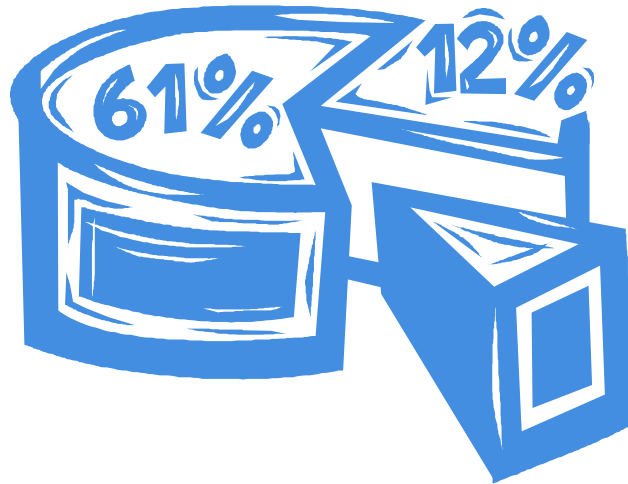


Delivery

- Paper
- Electronic
- Interview
- Phone



Response Rate



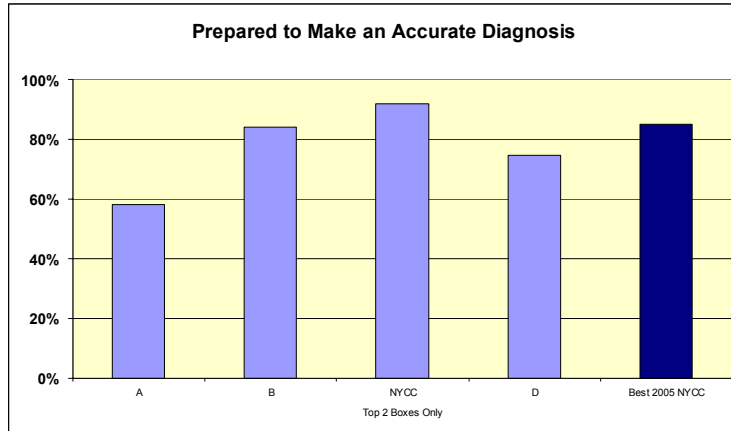
Data

- Distribution, %
- Weighted Average
- Filters
- Cross-Tabs

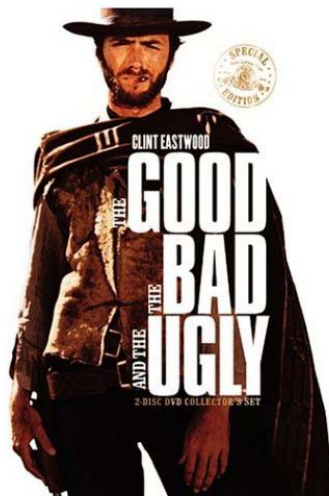


Reports

- Professional, Accurate and a lot of GRAPHS



Sharing



http://www.amazon.com/Good-Ugly-Extended-Version-Collectors/dp/B0001GF2DS/ref=pd_ipo_k2_dp_k2a_1_img/102-1865785-2006556?ie=UTF8

<http://www.nycc.edu>