



2013 CLIENT IMPLEMENTATION SURVEY RESULTS

**STRATEGIES FOR IMPLEMENTING THE
SMARTERMEASURE™ LEARNING READINESS
INDICATOR**

EXECUTIVE SUMMARY

SmarterServices, the provider of the SmarterMeasure™ Learning Readiness Indicator, periodically surveys its client institutions to identify patterns and good practices in the usage of the assessment. In the spring of 2013, ninety-two (92) client institutions responded to the survey. This was a 26% response rate and was considered a representative sample of the 348 client institutions.

This report provides the survey results and is being shared with the academic community to further good practices in the process of measuring learner readiness.

Over half of the survey respondents represented Associates Colleges. Eight out of ten institutions were non-profit. Nine out of ten had distance learning programs with less than 10,000 students. Almost half of the schools use Blackboard as their LMS. An equal number reported using Banner/Colleague as their SIS.

Sixty eight (68%) of schools make the assessment available to all students, not just their eLearning students. About half of the schools require some students to take the assessment and make it optional for others.

The most common way that schools use the assessment is in their orientation course. This is followed by placement on the school's website and administration by an academic advisor.

Other trends included:

- 99% of schools rate our service as a company as good or excellent.
- 99% of schools reported that they are satisfied or very satisfied with the assessment.
- 98% of schools include the technical competency section.
- 94% consider the assessment price as equal to or less than similar software.
- 70% have added custom text to the login page.
- 62% of schools analyze scores in aggregate to identify trends.
- 58% review the scores one-to-one with each student.
- 37% have added custom text on the score report.
- 20% have modified their readiness ranges.

MOST COMMON PRACTICE

Six out of ten institutions use the assessment in their orientation course.

We consider usage in an orientation course as the strongest model as multiple opportunities for dialogue with the student about their levels of readiness are typically available.

68% of schools make the assessment available to all students, not just their eLearning students.

CLIENT PROFILES

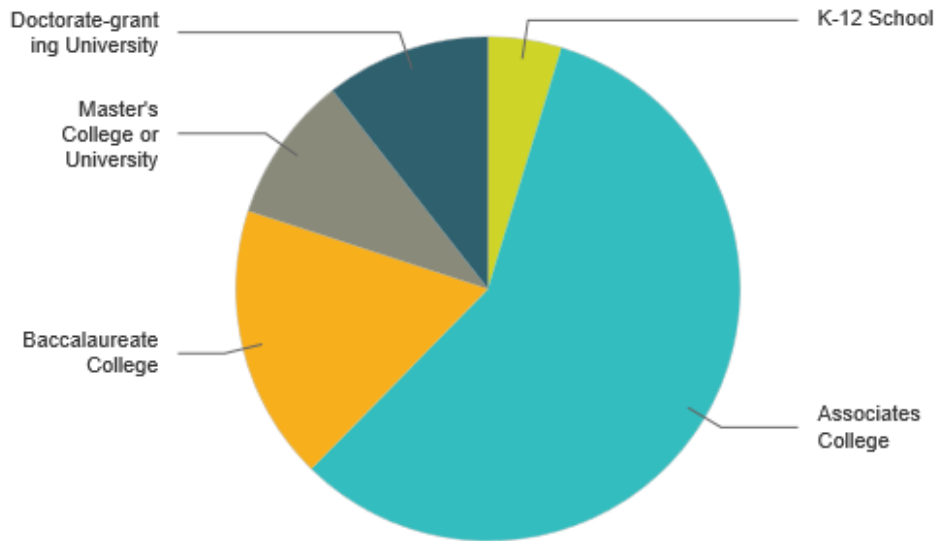
Institutions are often curious about how similar institutions use the assessment. The table below presents usage patterns from across a spectrum of institution types. If you would like to speak with someone at these schools about their usage patterns, please contact your Account Manager.

Name	Type	Headcount	Size of eLearning	LMS	Required / optional	Where use	Who takes
Oaks Christian Online School	K-12	1,000 to 2,500	Less than 1,000	Angel	Optional	Admissions	All students
Conestoga Valley School District	K-12	2,500 to 5,000	Less than 1,000	Angel	Required	Admissions	eLearning students
Capital Area Intermediate	K-12	20,000+	1,000 to 2,500	Multiple	Required for some	Admissions	eLearning students
Tri-County Technical College	Associates	5,000 to 10,000	1,000 to 2,500	Blackboard	Optional	Admissions Orientation	All students
Augusta Technical College	Associates	2,500 to 5,000	1,000 to 2,500	Angel	Required	Orientation	eLearning students
J. Sargeant Reynolds Community College	Associates	15,000 to 20,000	5,000 to 10,000	Blackboard	Optional	Admissions Orientation Website	All students
San Diego Christian	Baccalaureate	Less than 1,000	Less than 1,000	Moodle	Required	Orientation	eLearning students
Ashford University	Baccalaureate For profit	20,000+	20,000+	eCollege	Required for some	Orientation	eLearning students
Miami Dade College	Baccalaureate	20,000+	5,000 to 10,000	Angel	Optional	Orientation	eLearning students
SUNY Empire State College	Masters	15,000 to 20,000	5,000 to 10,000	Moodle	Required for some	Orientation	All students
Penn State University Global Campus	Masters	10,000 to 15,000	10,000 to 15,000	Angel	Required for some	Admissions	All students
Victory University	Masters	1,000 to 2,500	Less than 1,000	Moodle	Optional	Admissions	eLearning Students
California State Fullerton	Doctorate	20,000 +	15,000 to 20,000	Moodle	Required	Admissions Orientation	eLearning students
Ohio University	Doctorate	20,000+	5,000 to 10,000	Blackboard	Optional	Website Orientation Advisor	All students
University of Southern Indiana	Doctorate	10,000 to 15,000	5,000 to 10,000	Blackboard	Required for some	Website Orientation Advisor Instructor	eLearning students

RESPONSES TO SURVEY ITEMS

What type of school best describes your institution?

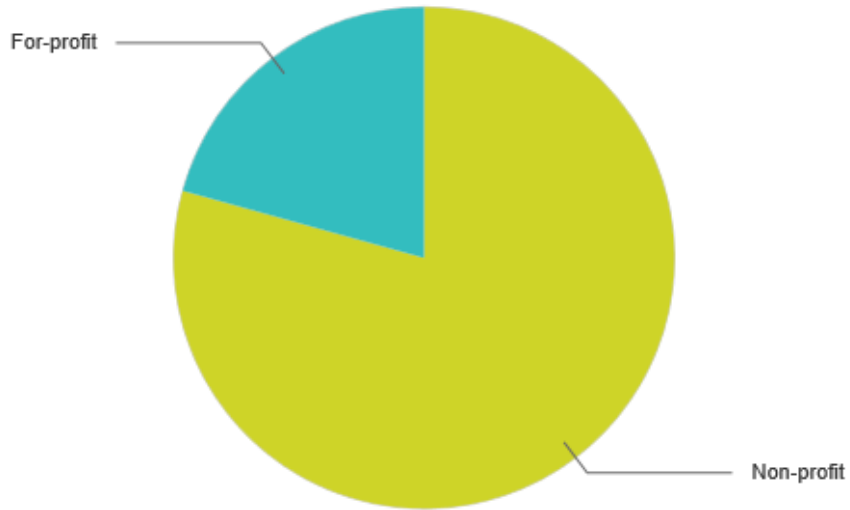
Answered: 85 Skipped: 7



Answer Choices	Responses
K-12 School	4.71% 4
Associates College	57.65% 49
Baccalaureate College	17.65% 15
Master's College or University	9.41% 8
Doctorate-granting University	10.59% 9
Total	85

Is your school non-profit or for-profit?

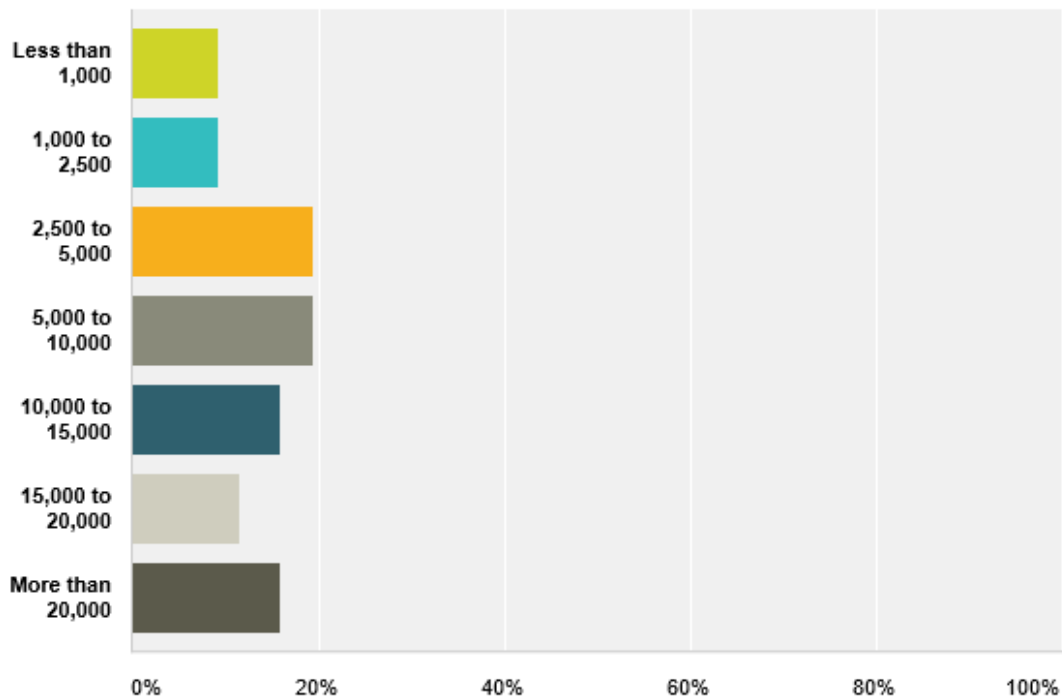
Answered: 87 Skipped: 5



Answer Choices	Responses	
Non-profit	79.31%	69
For-profit	20.69%	18
Total		87

Approximate head count of students at your institution.

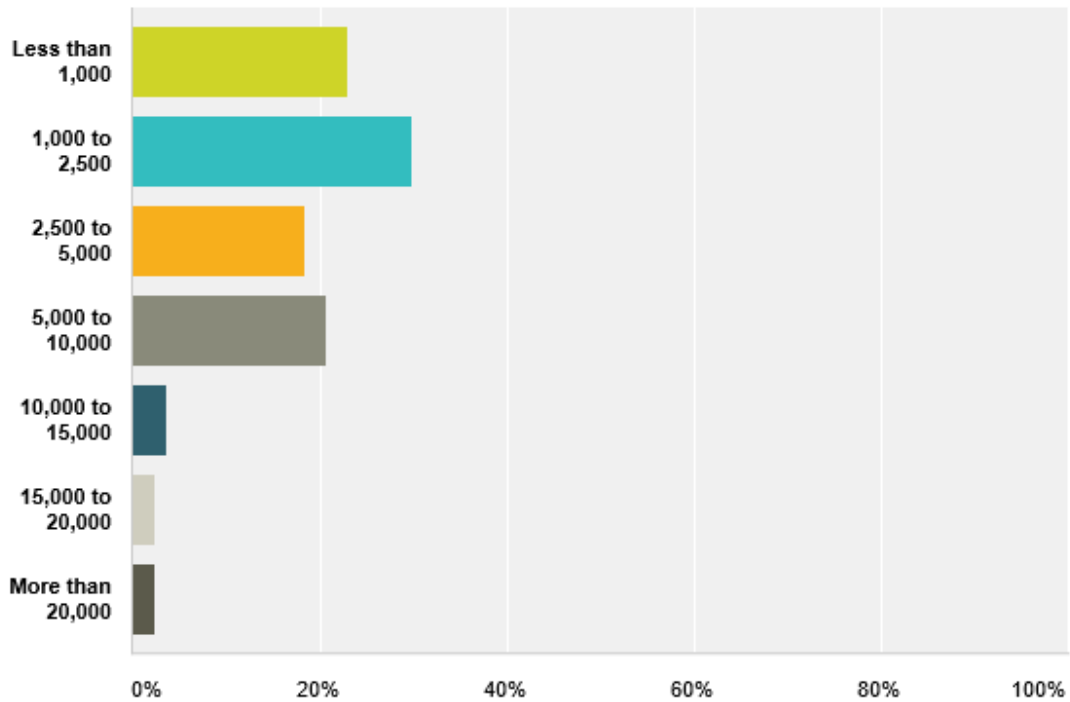
Answered: 88 Skipped: 4



Answer Choices	Responses	
Less than 1,000	9.09%	8
1,000 to 2,500	9.09%	8
2,500 to 5,000	19.32%	17
5,000 to 10,000	19.32%	17
10,000 to 15,000	15.91%	14
15,000 to 20,000	11.36%	10
More than 20,000	15.91%	14
Total		88

Approximate head count of distance learning students at your institution.

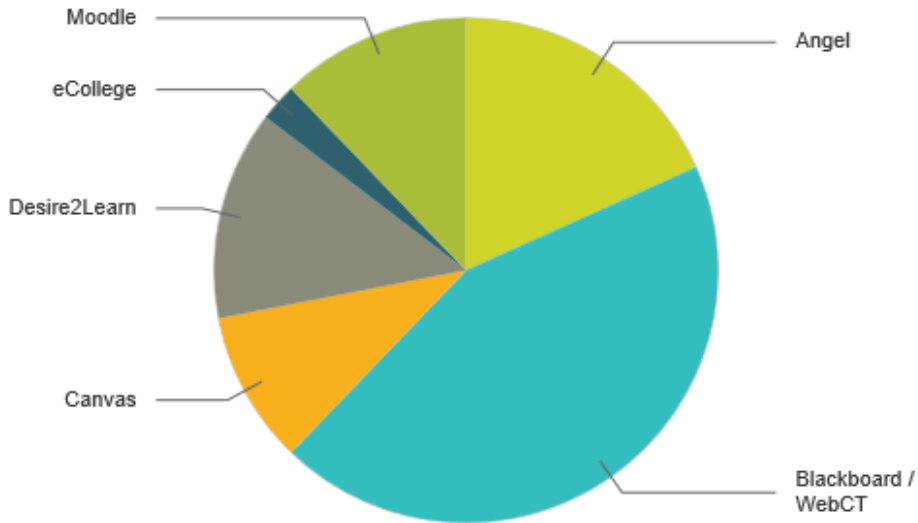
Answered: 87 Skipped: 5



Answer Choices	Responses	
Less than 1,000	22.99%	20
1,000 to 2,500	29.89%	26
2,500 to 5,000	18.39%	16
5,000 to 10,000	20.69%	18
10,000 to 15,000	3.45%	3
15,000 to 20,000	2.30%	2
More than 20,000	2.30%	2
Total		87

Which Learning Management System does your school use?

Answered: 82 Skipped: 10

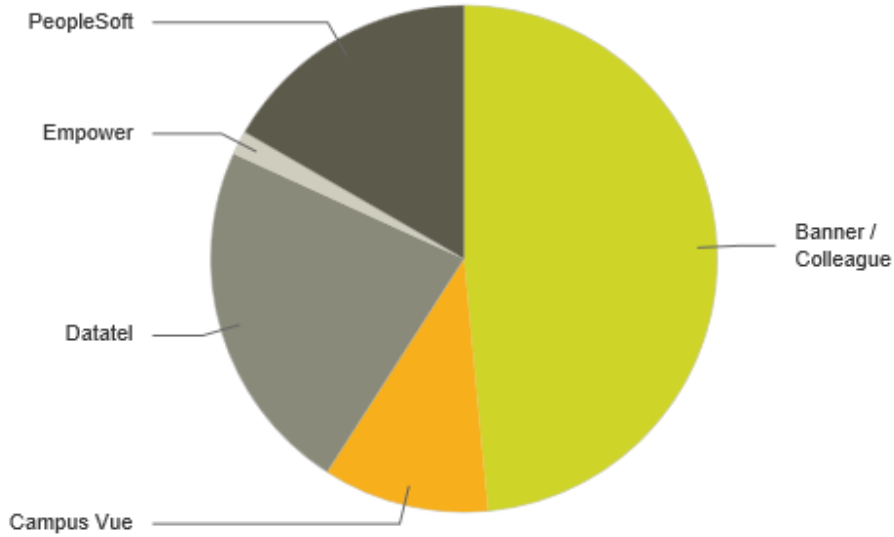


Answer Choices	Responses	
Angel	18.29%	15
Blackboard / WebCT	43.90%	36
Canvas	9.76%	8
Desire2Learn	13.41%	11
eCollege	2.44%	2
Joomla	0%	0
KEWL	0%	0
Moodle	12.20%	10
Total		82

Additional LMS providers which were identified as being used by a client institution: CECORE, Self-created, and multiple.

Which Student Information System does your school use?

Answered: 66 Skipped: 26

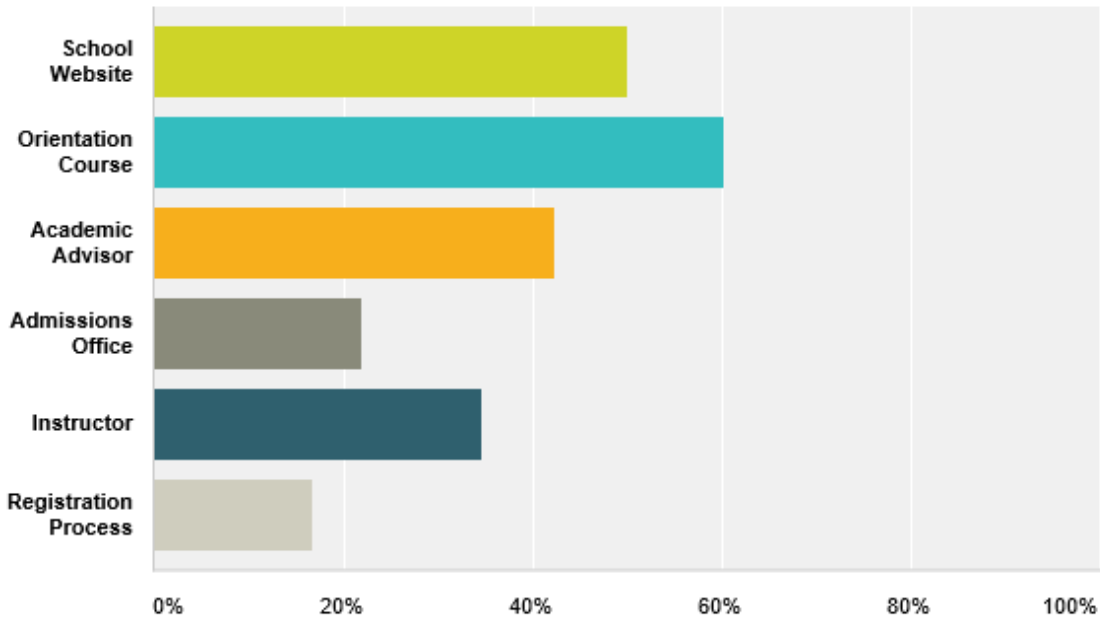


Answer Choices	Responses
Banner / Colleague	48.48% 32
Campus Anyware	0% 0
Campus Vue	10.61% 7
Datatel	22.73% 15
GradPro	0% 0
Empower	1.52% 1
People Soft	16.67% 11
Scanware	0% 0
Sonis	0% 0
Total	66

Additional SIS providers which were identified as being used by a client institution: PowerCampus, CLASS, Poise (5), Integrow, Diamond D, Odyssey, Genius (2), Bocavox, CampusVue, Synergy, ISIS, Jensebar CX, CAMS,

How do your students get information about the SmarterMeasure assessment such as usernames, passwords and instructions for the assessment?

Answered: 78 Skipped: 14



Answer Choices	Responses
School Website	50% 39
Orientation Course	60.26% 47
Academic Advisor	42.31% 33
Admissions Office	21.79% 17
Instructor	34.62% 27
Registration Process	16.67% 13
Total Respondents: 78	

Additional methods listed by client institutions:

- Direct email (5)
- Success coach (4)
- LMS portal (3)
- Testing center
- Manager of Instructional Resources

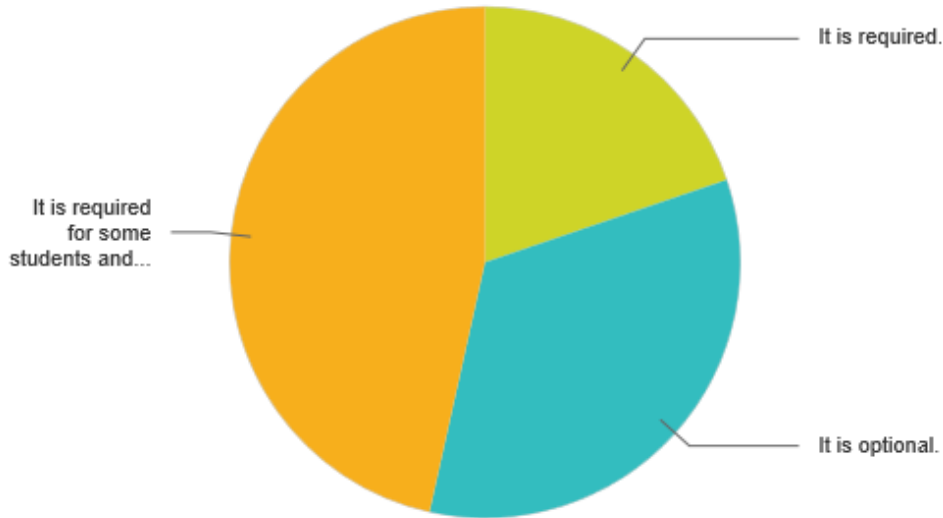
Additional comments about how schools inform students about the assessment: (Keywords are bolded for ease of interpretation.)

- We send them out a personalized copy of the **email template** provided to us from SmarterMeasure. We also have a **handout** that we give students that explains the process.
- Distribute **fliers** at various campus locations. Include info in **letter/email** to students enrolled in online courses.
- Student **welcome letter** provides link to a "Getting Started with Online Courses" page where there is a link to the survey. **Freshman orientation** online course requires completion of assessment.
- Students get information about SmarterMeasure through the **D.E. website**, SFAONLINE as well as the Early Childhood - 6th Grade Coordinator. Also, we have the link to SmarterMeasure in our portal mySFA under the myServices tab. This site requires that they use their secure username and password to gain access.
- **Automated email** via Salesforce.
- Typically via email and/or post in **D2L news**.
- The distance learning **coordinators** also provide this information.
- SmarterMeasure is used in the **Admissions process**. Students may learn from Admissions that they need to take SmarterMeasure, but they learn about usernames, passwords and instructions for the assessment from the testing center.
- We include SmarterMeasure as an assessment in the **orientation process**. We use SSO within our portal which makes it very easy for students to access the site.
- We have a **college success seminar** class that also informs the students about SmarterMeasure.
- School districts enroll students into SmarterMeasure as part of their **enrollment process**.
- We use the assessment with two populations. It is a required piece of the **application package** for students who do not meet standard admissions requirements. We also use it with our students who fall below academic standards to provide self-assessment and **advising insight** and resources.
- We have a link on our **eLearning website** that goes to the SmarterMeasure test.
- A **student letter** is sent out to students at the time they register that includes the information to access the SmarterMeasure assessment.
- SmarterMeasure is administered during our **Strategies for Success Course**.
- Some **instructors** require completion as part of an intro assignment.
- SM is part of the **placement test** process of orientation. We provide a **flyer** about SM.
- In the past, students would request information about taking an assessment and my staff would send them login information. However, we switched to Moodle about a year ago and installed the **SmarterMeasure LTI** information so students can access the readiness assessment from within Moodle directly. We are going to add a link to our Moodle landing page and encourage our students to use that resource. I hope that this will improve our usage statistics considerably.
- The students take a course called **WEB-100** where they determine whether or not online learning is a good idea for them. This course includes SmarterMeasure as part of the requirements.

- SmarterMeasure is a required activity in the **College Orientation** (HMDV*1005) course. This course, located in Blackboard, is completed by all incoming students who are enrolled in six (6) or more credit hours. In addition, the SM assessment is an assignment in the Introduction to Online Learning (I2OL) course. Not all I2OL students are full-time students. Students who have completed the activity in the college orientation course are exempt from having to retake the assessment; however, they still have to complete an associated "goals" activity.
- SmarterMeasure is available to prospective students on our **public website**. They may find it on their own, or be referred there by admissions or academic advisors. We are in the process of revamping our orientation course and the assessment will be an assignment in that course.
- We just began using SmarterMeasure this past Fall (2012). Our online student navigator initially contacted all students taking their first online course by e-mail offering SmarterMeasure. We are now going to include a link to SmarterMeasure on our **student navigator webpage** and as part of our online orientation course.
- I **email** all online students and send a **postcard**.
- **Guidance counselors** in the school building are given the log in and password information to share with their students in order to get them into the assessment in order to get information.

Do you require that students take SmarterMeasure or is it optional?

Answered: 86 Skipped: 6



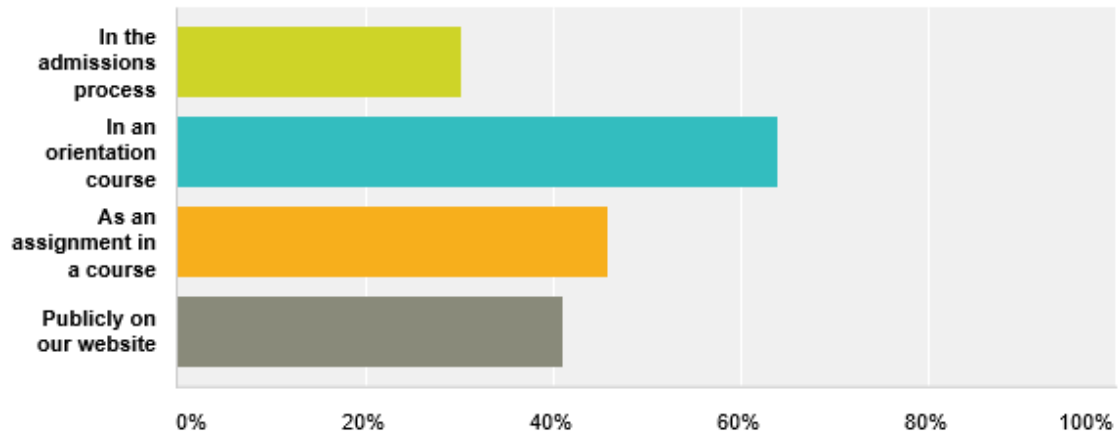
Answer Choices	Responses	
It is required.	19.77%	17
It is optional.	33.72%	29
It is required for some students and optional for others.	46.51%	40
Total		86

Additional comments:

- We don't indicate that it is optional, but do not follow up if a student doesn't take it.
- Required for students who want to take an online course
- Required for online students - some on-campus
- Required for some students during the reinstatement process.
- Only academically at-risk students take it
- Part of the optional online orientation
- Required for students in online nursing program
- It is required for admission as well as for our Academic Tech course
- Depends on the program
- Encouraged in student development courses
- We would like to have it be required but it is up to the specific school district if they use it or not.

In what way do you implement SmarterMeasure? Check all that apply.

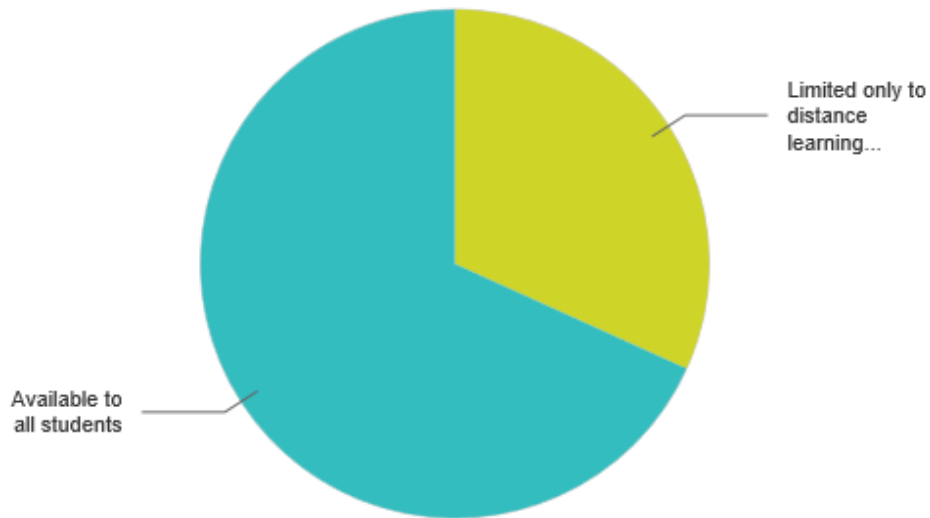
Answered: 83 Skipped: 9



Answer Choices	Responses	
In the admissions process	30.12%	25
In an orientation course	63.86%	53
As an assignment in a course	45.78%	38
Publicly on our website	40.96%	34
Total Respondents: 83		

Do you use SmarterMeasure only with your online students or is it available to all of your students?

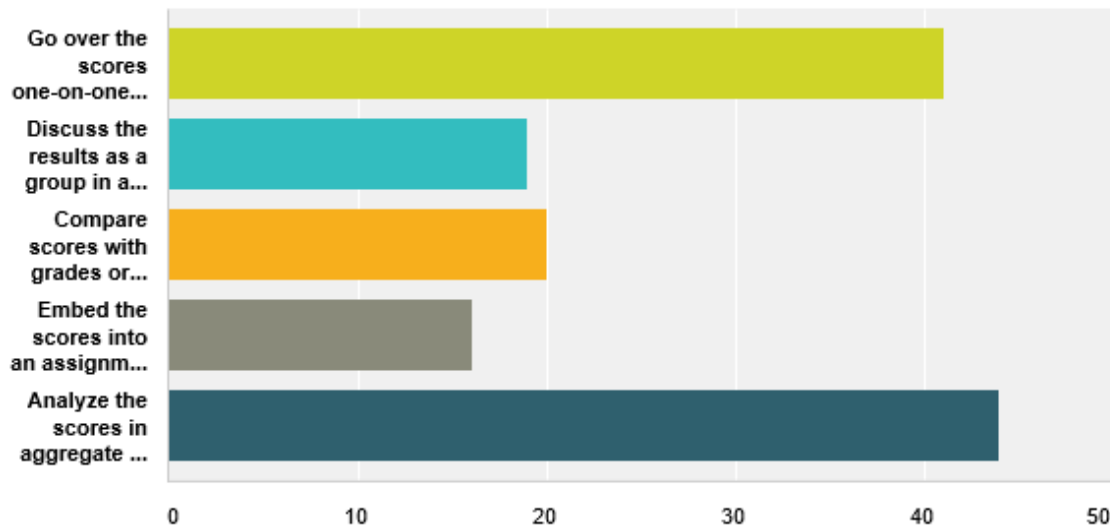
Answered: 85 Skipped: 7



Answer Choices	Responses	
Limited only to distance learning students	31.76%	27
Available to all students	68.24%	58
Total		85

How do you use the student report data? Check all that apply.

Answered: 70 Skipped: 22



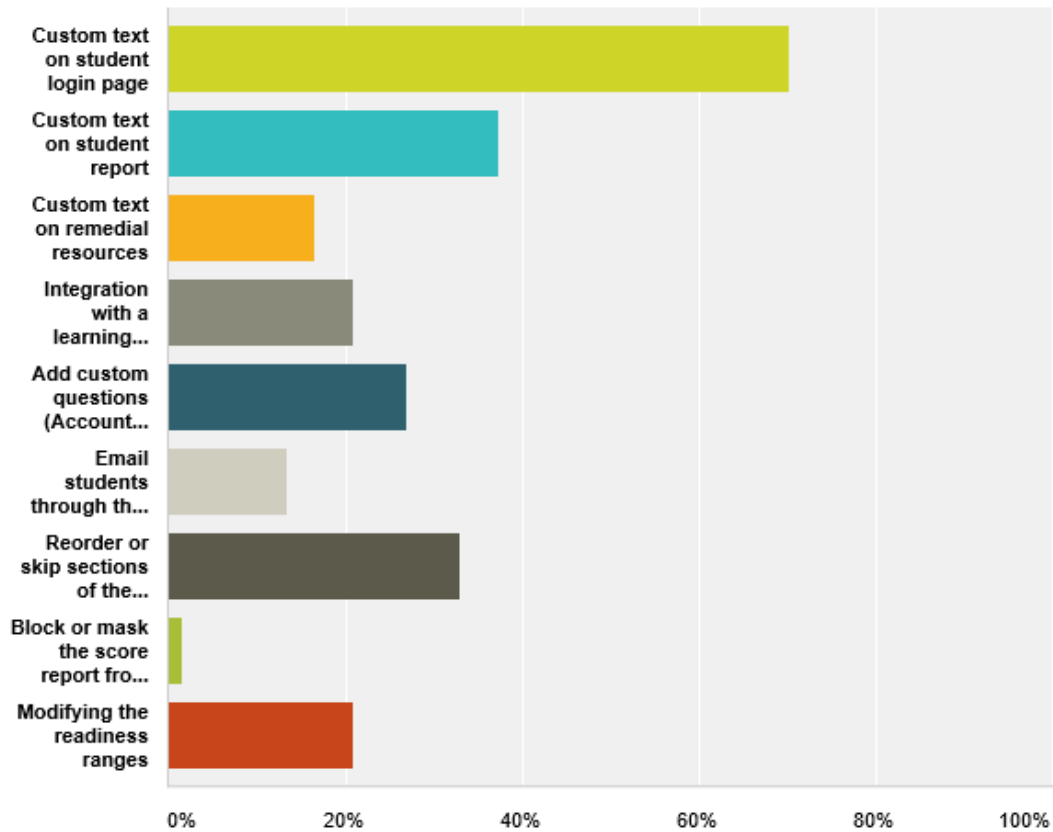
Answer Choices	Responses
Go over the scores one-on-one with the student	58.57% 41
Discuss the results as a group in a class	27.14% 19
Compare scores with grades or withdrawal rates	28.57% 20
Embed the scores into an assignment in a course	22.86% 16
Analyze the scores in aggregate to identify trends	62.86% 44
Total Respondents: 70	

Comments:

- Advisors review score with students and discuss them if there is a concern.
- Students write a reaction to the report to turn in to instructor for feedback.
- Use results to "invite" students to a series of student success workshops.
- Encourage students to review and reflect on results. Eventually, will share with academic advisors as well.
- Instructors may use in relation to course assignments.
- Teacher gives a grade for completion.
- Provide to student as a resource.
- We are not currently using the scores.
- Self-assessment and preparation for an online program. Students look at their scores to determine their strengths and weaknesses.
- Information is primarily intended to assist families to decide whether to take an online course.

The SmarterMeasure assessment engine has many features that allow you to configure the assessment. Which of these configuration options does your school use? Check all that apply.

Answered: 67 Skipped: 25



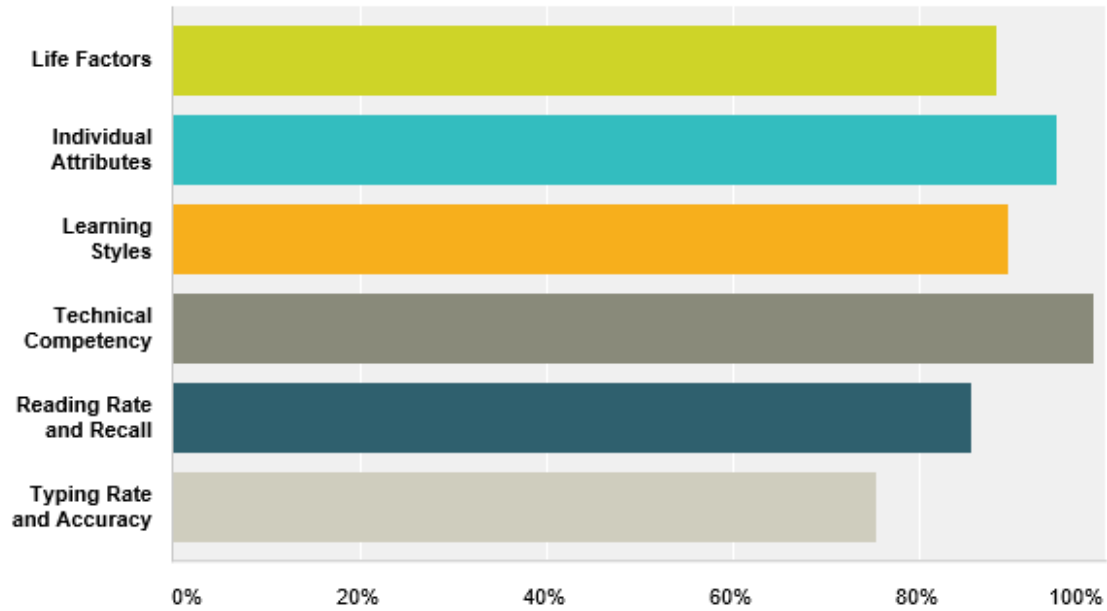
Answer Choices	Responses
Custom text on student login page	70.15% 47
Custom text on student report	37.31% 25
Custom text on remedial resources	16.42% 11
Integration with a learning management system or student information system	20.90% 14
Add custom questions (Account requested data)	26.87% 18
Email students through the admin panel	13.43% 9
Reorder or skip sections of the assessment	32.84% 22
Block or mask the score report from the student's view	1.49% 1
Modifying the readiness ranges	20.90% 14
Total Respondents: 67	

Many of our client schools are now integrating their SmarterMeasure data back into their learning management system or student information system. We are collecting examples of good practice in doing this. If your school has integrated SmarterMeasure into a third party system, would you please describe that integration?

- Our IT department has created a link from our advising webpage to a student's SmarterMeasure results if they exist. This makes it very easy for an advisor to review those results.
- We upload scores into PeopleSoft (our SIS). Our IT department has created a query which runs each night during the week. That report is then uploaded into SIS. Results are matched by student ID and date of birth.
- SmarterMeasure is a required activity in the College Orientation (HMDV*1005) course. This course, located in Blackboard, is completed by all incoming students who are enrolled in six (6) or more credit hours. In addition, the SM assessment is an assignment in the Introduction to Online Learning (I2OL) course. Not all I2OL students are full-time students. Students who have completed the activity in the college orientation course are exempt from having to retake the assessment; however, they still have to complete an associated "goals" activity.
- Integrated with LMS for single sign-on within the orientation.
- We have integrated it into the Orientation (College 100) courses offered in Blackboard as well as in certain online courses (by instructor preference).
- I would like to see it as a link in our LMS - that would be a great way to integrate into the LMS and reach more students.
- It is integrated into eCollege and works very well...no issues to report!
- We have integrated SmarterMeasure into Moodle using the LTI interface. That happened only a few weeks ago so it's too soon to know how we will use that information.

Some schools do not administer all of the sections of SmarterMeasure, please check the sections below which your school uses.

Answered: 77 Skipped: 15



Answer Choices	Responses	
Life Factors	88.31%	68
Individual Attributes	94.81%	73
Learning Styles	89.61%	69
Technical Competency	98.70%	76
Reading Rate and Recall	85.71%	66
Typing Rate and Accuracy	75.32%	58
Total Respondents: 77		

How can SmarterMeasure be improved?

- Better resources for students at the end. Possibly look into developing your own rather than linking to websites.
- Include the math and writing assessments.
- I need the faculty survey ASAP.
- Allow for our own questions and removal or editing of questions within sections (i.e. to frame a question for an instructor instead of a student)
- Additional customizable reports on the administrative side.
- Add a "How well do you follow written instructions?" piece and resources for students
- For a while (not sure if still) the report on operating system used did not provide adequate info I need to know which version of OS students are using. For example, I specifically want to know if they are using Vista because it has issues with Scorm.
- On the admin site, it would be nice if it shows an overall readiness score like it used to. For a while it showed incorrect information. Now, the readiness indicator has been removed. It was really nice to see at a glance students who had taken the assessment and how they scored overall on it.
- Have the student in more than one group.
- SmarterMeasure Mobile
- Make it possible to download basic analytics data from the analytics dashboards.
- More analytics and printable/exportable graphs.
- The technical competency section is still quite confusing. Our students have been missing several sections because it is confusing.
- Would like to be able to incorporate our custom questions into an analytics result engine like the rest of the test instead of just the answer.
- Allow for searching the assessments for low ranges on multiple sections in one search.
- Better consultation support to help organizations/clients to customize the system that better serves their needs. Better customer service by providing "getting started" orientation to system admins. Direct number for technical support.
- It would be nice if a student could take the assessment one time but have those results available throughout the Moodle system so any of the student's instructors could see the scores.
- We continue to wonder how to better direct students to resources after they complete the assessment. While many do speak with advisers or faculty about their results, many students don't.
- It would be nice if the reports could be disaggregated easier. Is it possible to move them to a program like Access?
- The reading sections are frequently American in content and probably assume someone has taken US history. This is not a fit for Canadians. Also, the same text is very university-centric. We'd love a way to have our trade students read their kind of document - a manual or product description. Last, the technical may be getting dated. It is very useful but could begin to measure competency in identifying web tools. Asking people, for example, whether they Facebook, twitter or buy online -- says a great deal about their capacity, For example literacy in

downloading applications or programs. Their use of mobile devices for business, pleasure and social is a strong measure.

- I want to be able to control the color coding on the assessment results that students see. I want to make it so when a student sees yellow or red, they know they need help in that area.
- The typing test is not exactly accurate. This is one complaint the students have. In addition, the technical literacy section needs to be more robust and challenging. MANY students are amazed at how well they did on this part considering how "bad" they say they are with computers. I think this may give a false sense of computer literacy.
- Perhaps some investigation into data reduction could be done to see if there are any ways to shorten SmarterMeasure. I know that we can customize that, but we are wary of taking out anything that is predictive and helpful for student performance.

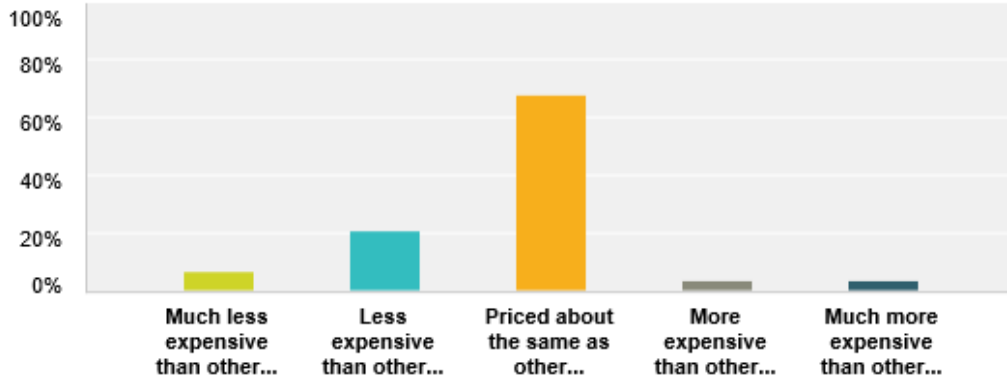
We are looking for testimonials to include on our website and in our literature. What would you say to another school which is considering using the assessment?

- By simply taking the assessment (pass or fail), students at our college saw an 8% increase in online success compared to those who do not take the assessment. - Southwest Georgia Technical College
- The SmarterMeasure assessment provides us with insight into the non-cognitive factors for our applicants and at risk students. We now have objective information for evaluation and to begin advising and coaching conversations. In addition, SmarterMeasure provides the best vendor customer service I have ever experienced. - Colorado State University-Global Campus
- SmarterMeasure is a wonderful tool for predicting e-learning readiness for our online students. The tutorials are very helpful to students who find they need work in a particular area. - Ohio University
- SmarterMeasure provides a user friendly way to help your students self-assess their readiness for online learning. - Ashford University
- We promote SmarterMeasure each time we present about our college's special project regarding improving distance learning outcomes. It is a critical component of our plan for student success. - J. Sargeant Reynolds Community College
- SmarterMeasure has changed the way we are engaging our distance learners. It is a comprehensive tool that allows Northern Virginia Community College to create more robust programs to better serve our distance learners, resulting in student success and retention. - Northern Virginia Community College
- The SmarterMeasure assessment tool is an incredibly reliable way to assess and support students in the areas where they need assistance, while also giving the student tangible areas to focus on throughout their time in school. - San Diego Christian College
- The SmarterMeasure assessment is comprehensive, thorough and easy to use for students and staff. What you learn about your students through the assessment really allows you to tailor your support resources to their needs. - Penn State World Campus
- SmarterMeasure is a comprehensive online learning readiness assessment that is empirically linked with student performance. - Wilmington University
- Everyone who has used it is very pleased with the results that they receive. In our case, it's a talking point to the students who may or may not be fit to be an online learner. In some cases, the districts are using it as a way to prove to the parents/students that the student would or would not be a successful online learner. - CAOLA
- There is no better/quicker way to identify the style of learner your student is and the personal attributes that are/are not helping your student to be successful. - International Academy of Design & Technology
- Your research is wonderful. The product is always being updated and monitored for improvements. - Augusta Technical College
- We, at Sheridan College and Gillette College, feel that SmarterMeasure is an effective assessment tool for all incoming college students and not just online students. From time management to stress management to computer literacy, the assessments in SmarterMeasure will provide solid feedback for students entering higher education. SmarterMeasure has been a staple in our College Orientation course for two years now.

- I believe the tool is wonderful and provides students with a slice of their learning style immediately and is fairly accurate. Advising can take this information and work with the student to get them into the correct classes and set them up to succeed. - Clark State Community College
- SmarterMeasure helps our students to assess their preparedness for online classes. It also helps them to know if they need help in particular areas of instruction to be ready for online classes.
- It is a good way to help students determine if they may encounter problems with distance learning so they can take corrective action prior to taking a course.
- The assessment tool is very good, but the institutional process for use of the assessment needs to be carefully reviewed and refined to get the best use of the assessment data. - James A Rhodes State College
- We have found the results to be very useful particularly as a tool within our Freshman Seminar and College Skills classes. Instructors typically use the results as a springboard for student reflection. - Tri-County Technical College
- I would say it's a great resource, and we are not even touching the surface of its capabilities unfortunately - Edison State College
- The score report is not only valuable for student self-awareness, it also provides abundant resources for students to find help with areas in which they are weak. I refer students back to their score reports regularly as a reminder that they do have tools to use for improving their skills and increase their chances of meeting their academic goals. - Augusta Technical College
- Is a good self-assessment tool for students - North Central Texas College
- I've looked at any number of readiness assessment tools, but SmarterMeasure is the only one I've found that focuses on student success; not just computer skills. - Cochise College
- This is a great product to assist students with assessing their knowledge and skills for learning online. We now require this as part of our LMS Orientation for all first-time online/blended students. - National Park Community College

Compared to other software which your school uses, the price of SmarterMeasure for your institution is:

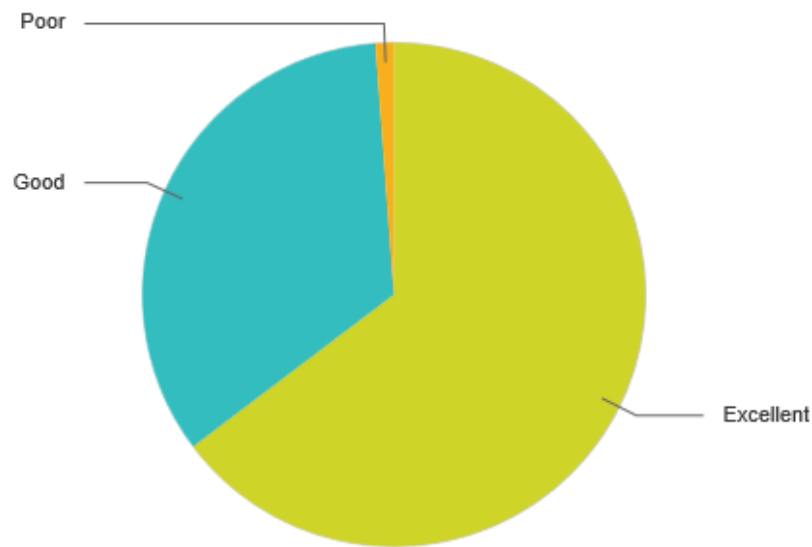
Answered: 64 Skipped: 28



Answer Choices	Responses	
Much less expensive than other software	6.25%	4
Less expensive than other software	20.31%	13
Priced about the same as other software	67.19%	43
More expensive than other software	3.13%	2
Much more expensive than other software	3.13%	2
Total		64

Overall, how would you rate the service that you have received from us as a company?

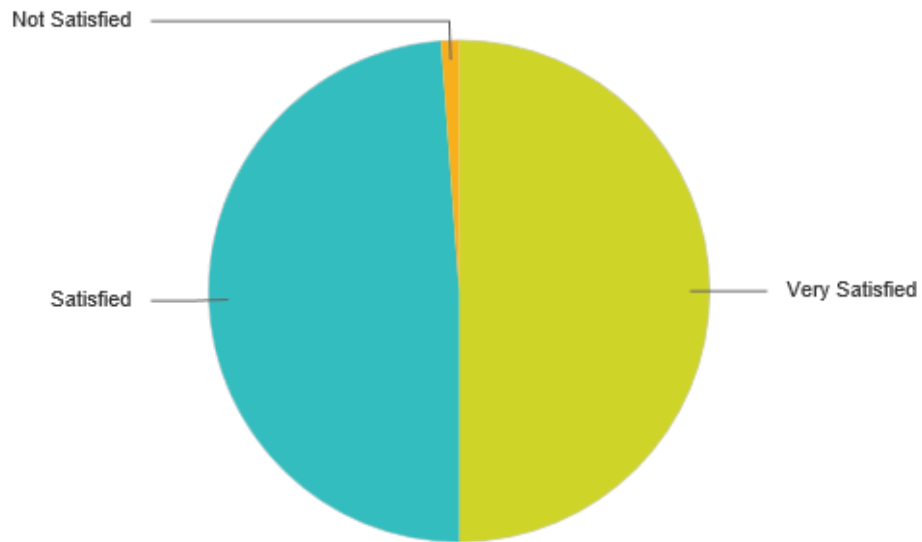
Answered: 85 Skipped: 7



Answer Choices	Responses	
Excellent	64.71%	55
Good	34.12%	29
Poor	1.18%	1
Terrible	0%	0
Total		85

Generally speaking, how satisfied are you with the SmarterMeasure Learning Readiness Indicator?

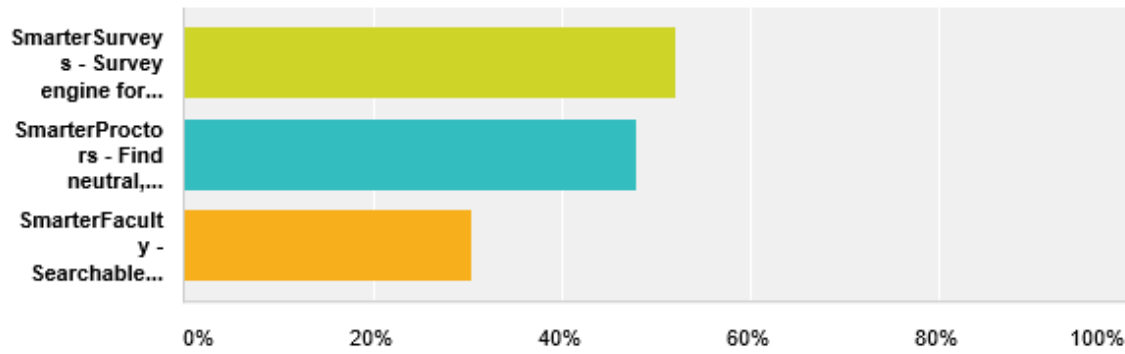
Answered: 86 Skipped: 6



Answer Choices	Responses	
Very Satisfied	50%	43
Satisfied	48.84%	42
Not Satisfied	1.16%	1
Definitely Not Satisfied	0%	0
Total		86

In addition to SmarterMeasure we also provide additional services. Please indicate which of the following services you would like to learn more about.

Answered: 23 Skipped: 69



Answer Choices	Responses
SmarterSurveys - Survey engine for collecting student perception data	52.17% 12
SmarterProctors - Find neutral, vetted proctors and manage the proctoring process	47.83% 11
SmarterFaculty - Searchable database of over 12,000 online faculty	30.43% 7
Total Respondents: 23	

Other comments about the assessment?

- We will be looking to make this mandatory for registration for online courses so hope to be able to utilize the results better in the future. We will need to know how to integrate with Banner.
- We are in the process of analyzing relationships between SM scores and student success. As we progress in that area, we will be able to make informed decisions about any possible modifications.
- I wish you could customize questions by audience because we have different groups of students using this program, and it is hard to tailor customized questions to encompass all their needs.
- Tara Boozer is excellent! She has been such a great support.
- I like the tool and would like more students to use the tool.
- Alan Manley and Tara Boozer made use of the tool easy to integrate with what we were already doing for our students.
- I would be a guest panelist on a Webinar, but I'm not sure that I have anything of value to add to a discussion since we are not using SmarterMeasure to its full capacity.
- Cristy Frazier has been awesome! She deserves recognition for all of her hard work.