

# 2011 SMARTERMEASURE INTEGRATION SURVEY REPORT



Fall 2011

Best Practices In Using SmarterMeasure

 **SmarterMeasure**<sup>TM</sup>  
*Learning readiness indicator*

# SmarterMeasure Integration Survey Report

## BEST PRACTICES IN USING SMARTERMEASURE

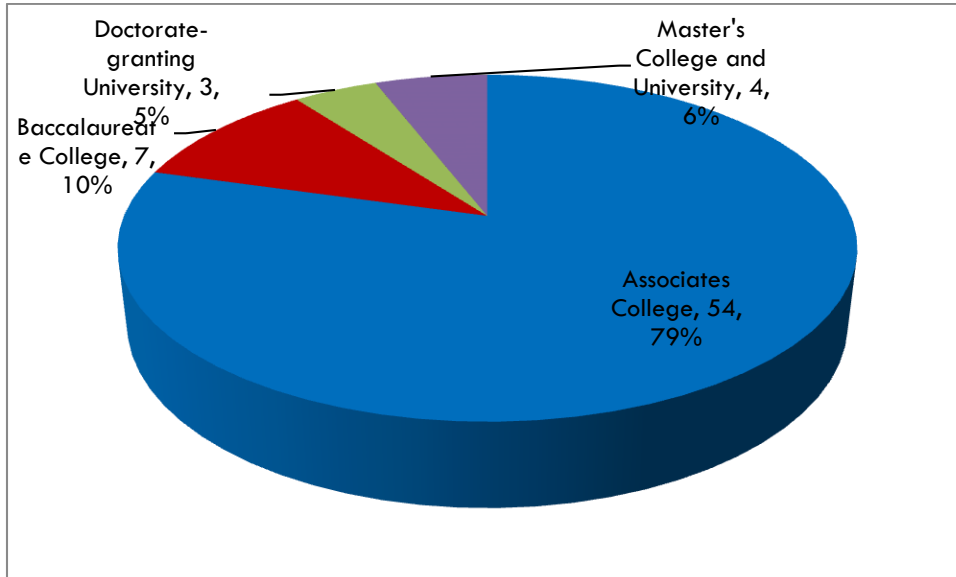
In September 2011, three hundred institutions which use the SmarterMeasure Learning Readiness Indicator were asked to participate in a survey to identify trends and good practices in the implementation of SmarterMeasure. Seventy-two institutions responded representing a 24% response rate.

### Report Highlights

- 28% of schools indicated that they would be willing to have a case study developed about their experience with SmarterMeasure.
- 37% of schools indicated that they would be willing to co-present with us at educational conferences about their experience with SmarterMeasure.
- 67% of schools indicated that we could use them as a reference about SmarterMeasure to another prospective client.
- 73% of institutions make SmarterMeasure available to all students.
- 65% of institutions go over the scores one-to-one with the students.
- 59% of institutions have compared SmarterMeasure scores with grades or withdrawal rates.
- 62% of institutions have customized the text on the login page.
- 53% of institutions have added custom questions.
- 30% of institutions rated the price of SmarterMeasure as less expensive than other software.
- 79% of survey participants represented Associates Colleges.
- 88% of survey participants were from non-profit institutions.
- 54% of participating institutions used a Blackboard LMS.
- 68% of institutions have added SmarterMeasure to their school's website.
- 61% of institutions use SmarterMeasure in an orientation course.
- 59% of institutions embed SmarterMeasure as an assignment in an online course.
- 45% of institutions allow individual instructors to use SmarterMeasure in their courses.
- 48% of institutions make SmarterMeasure optional.

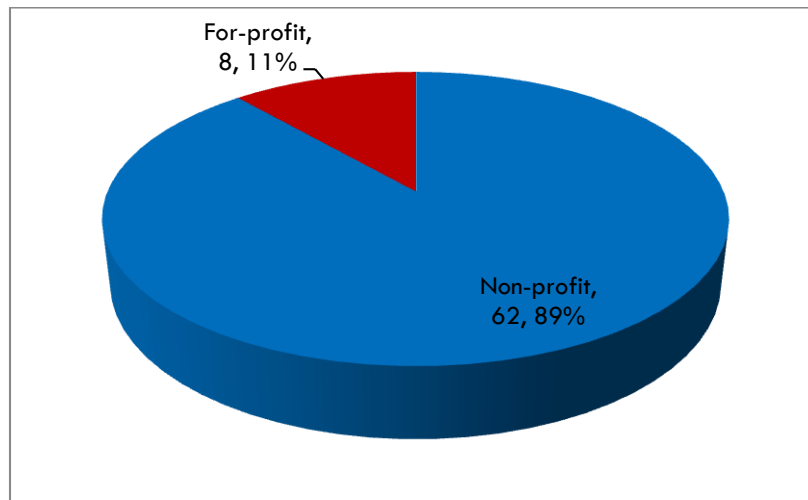
### What type of school best describes your institution?

INSTITUTION TYPE		
Associates College	54	79%
Baccalaureate College	7	11%
Doctorate-granting University	3	4%
Master's College and University	4	6%



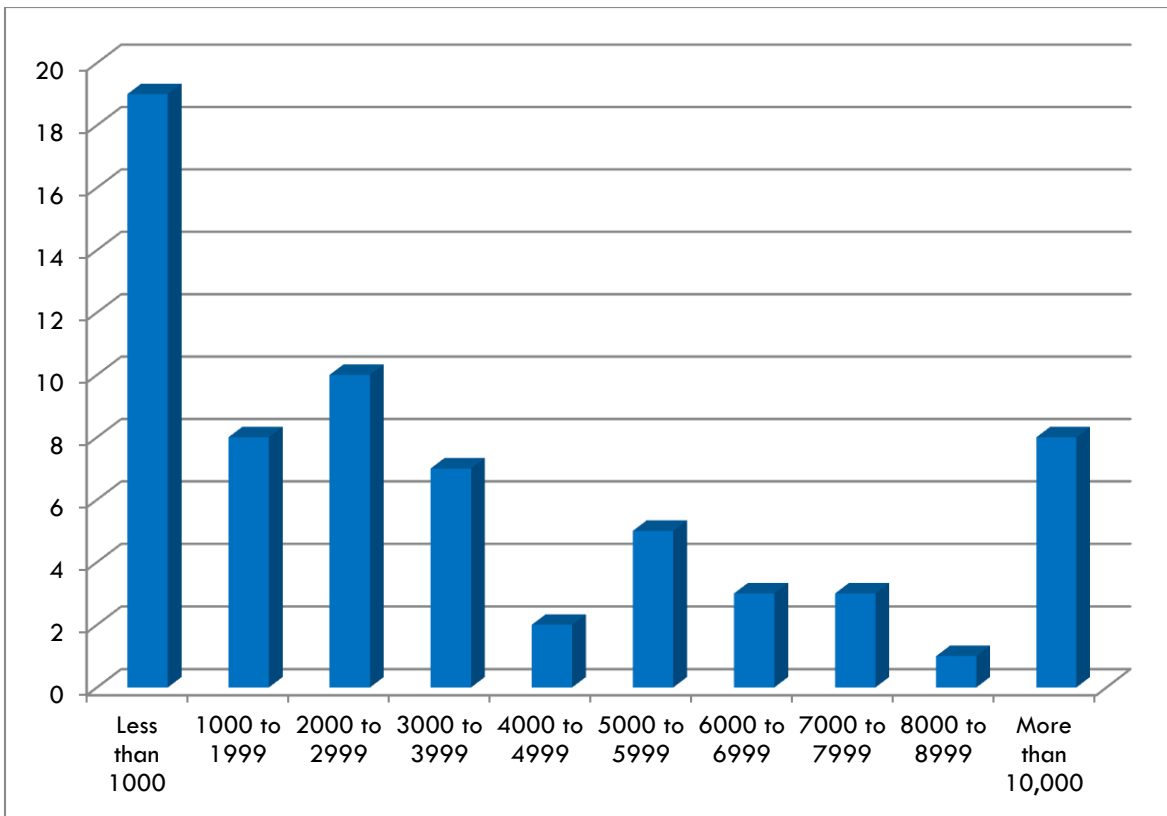
### Is your school non-profit or for-profit?

Institution Type		
Non-profit	62	88%
For-profit	8	12%



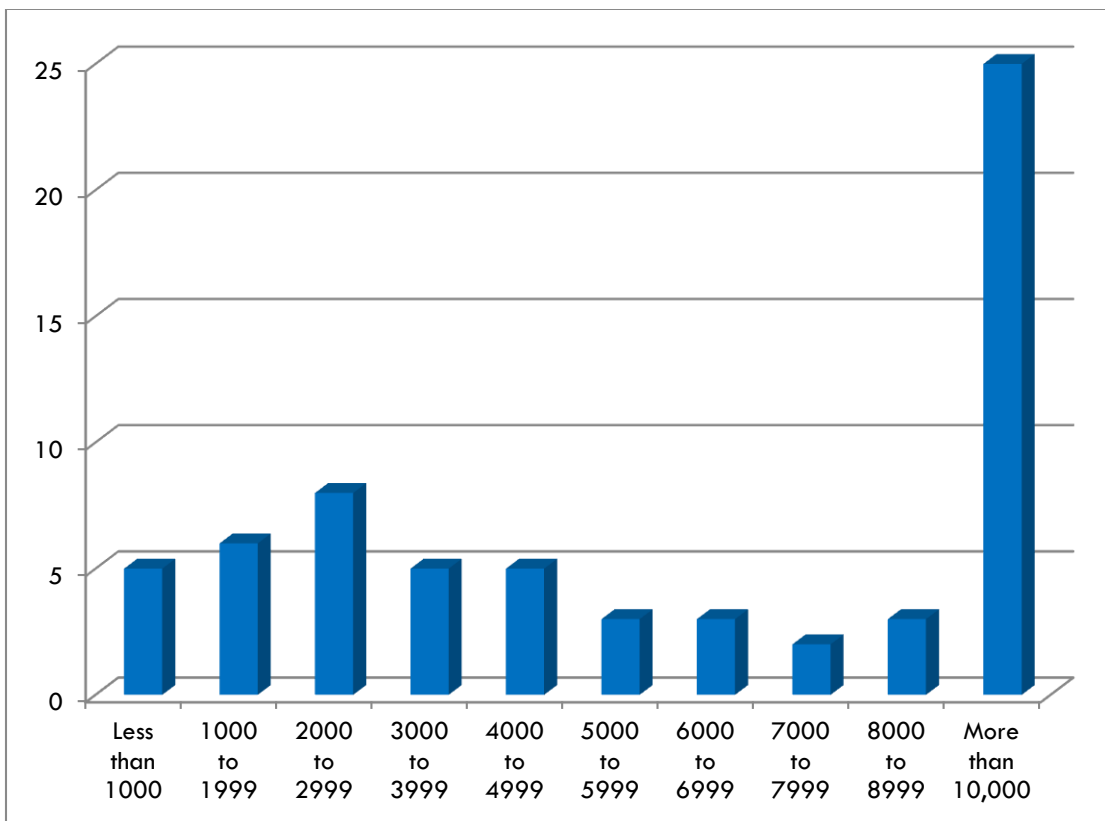
Approximate headcount of distance learning students at your institution.

eLearning Enrollment	
Less than 1000	19
1000 to 1999	8
2000 to 2999	10
3000 to 3999	7
4000 to 4999	2
5000 to 5999	5
6000 to 6999	3
7000 to 7999	3
8000 to 8999	1
More than 10,000	8



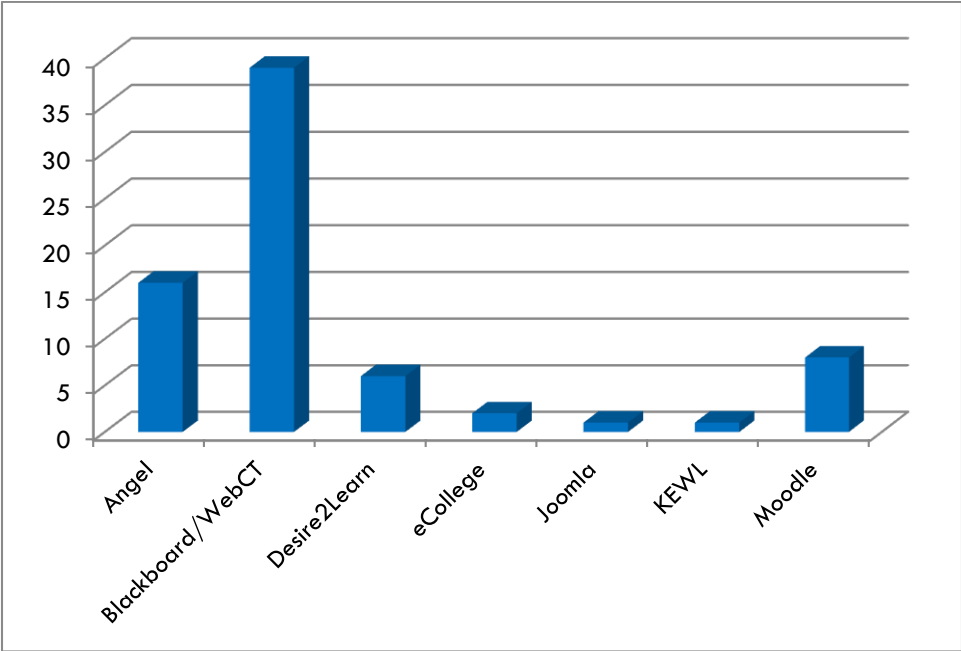
Approximate headcount of total students at your institution.

Total Enrollment	
Less than 1000	5
1000 to 1999	6
2000 to 2999	8
3000 to 3999	5
4000 to 4999	5
5000 to 5999	3
6000 to 6999	3
7000 to 7999	2
8000 to 8999	3
More than 10,000	25



### What Learning Management System software does your school use?

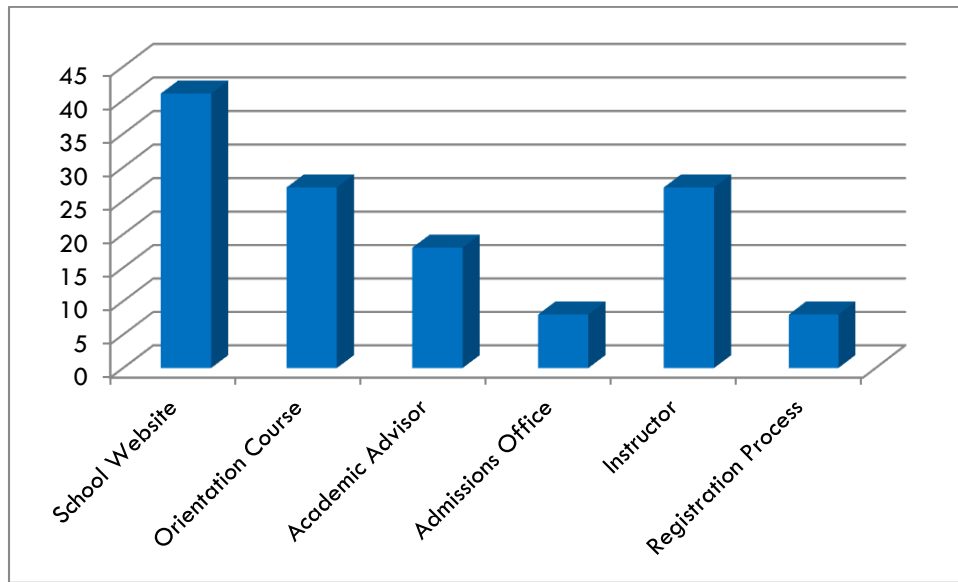
LMS		
Angel	16	22%
Blackboard/WebCT	39	54%
Desire2Learn	6	8%
eCollege	2	3%
Joomla	1	1%
KEWL	1	1%
Moodle	8	11%



**How do your students get information about SmarterMeasure and their usernames and passwords? Check all that apply.**

Receive Information		
School Website	41	68%
Orientation Course	27	45%
Academic Advisor	18	30%
Admissions Office	8	13%
Instructor	27	45%
Registration Process	8	13%

*Percentages indicate the percent of all respondents which selected the answer choice.*



## Use this space to share additional details about the process you use to inform your students about SmarterMeasure?

### COMMENTS

A presentation was made to faculty at convocation; I've sent three emails to all students, reminding them to take it. We had a course created in Blackboard called SmarterMeasure and then batch-enrolled all students so that everyone would see it when they logged in.

After the student applies, they receive a call from either the admissions rep and or the Director of student management informing them of Smarter measure

Available on public website via online learning homepage, in orientation information, and promoted during National Distance Learning Week in November

Counselor sessions; entry placement assessment retests; emails with instructions to students in eLearning courses.

In our Success Center; Tutoring Center; Letter from Online Learning Manager

Information about the assessment is also printed in our Online Instructional Brochure.

Information is also included in online course introductory documentation for each course.

It is a bit haphazard at present. Students may receive the request to take the assessment from any of the above areas.

Most of faculty who use this assessment make it an assignment for the first week of classes in the online courses.

Next Spring will be the first time our students will be directed to Smarter Measure.

Presently piloting with high risk and other interested faculty with support from the eL staff. We intend to move toward making it part of the Admissions/Placement Testing process prior to advising. Advisors will then review and consult before enrollment in an online course.

See your case study on Odessa College

Student Orientation Sessions Website Online Orientation Presentation

Students are invited to complete SmarterMeasure. Participation is voluntary.

Students are sent postcards after registration asking them to complete and some instructors require the first week.

Students in Strategies for College Success are brought to the library and shown how to create their account. This usually takes place during the library orientation.

The Distance Learning Office instructs instructors and students to complete the assessment. The assessment is definitely beneficial, so that is why we do this.

The orientation course instructor provides students with login info, and students take the assessment via an online assignment.

The website, user, and password is provided in the Blackboard course. The course is not required by all programs.

they have access to the link in ANGEL course room

They take a course that uses SmarterMeasure as the principle instrument to measure online readiness (as well demonstrating the use of our LMS tools) before they can sign up for an online course.

Upon submission of the application for admission the student receives an email giving instructions to take the SmarterMeasure test.

We also have a Virtual Lab on Blackboard with the SmarterMeasure information.

We are adding SmarterMeasure to our DL page and perhaps doing a blanket email to all online students.

We are still working out the logistics. Right now it's a part of individual courses and on our distance learning website and within the New Student Orientation.

We ask newly accepted undergraduate to take the assessment.

We have a freshman orientation class that has a DE module and students are asked to take the SmarterMeasure assessment. It is also a part of our DE orientation.

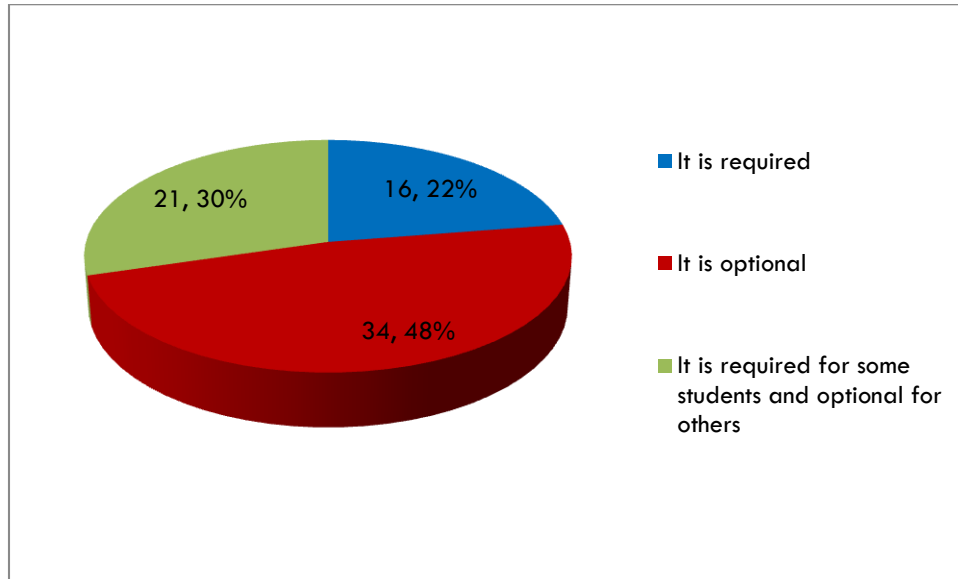
We have directly sent to the student's email accounts.

we put in the schedule of courses a statement that requires all online students to take the READI prior to registering for an online course.



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

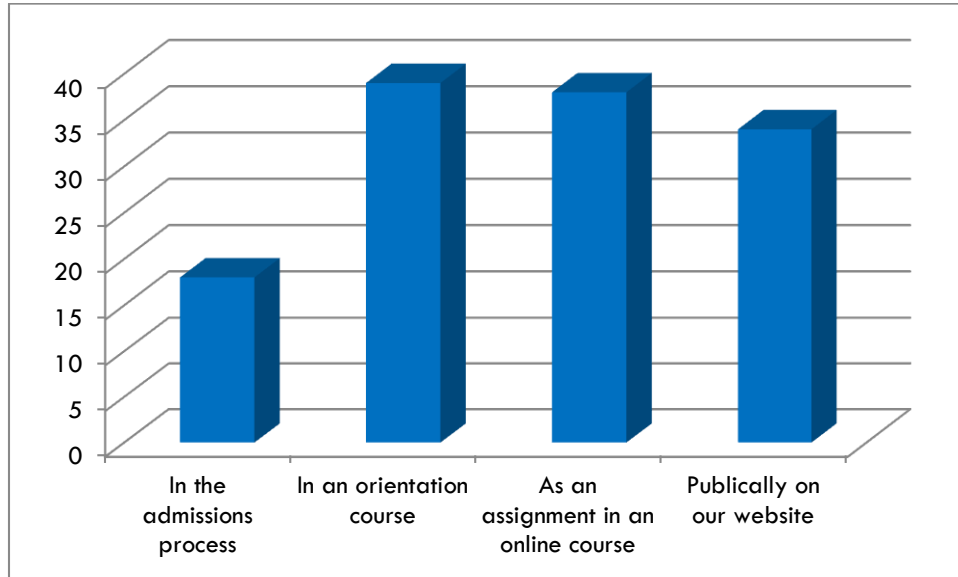
Requirement		
It is required	16	22%
It is optional	34	48%
It is required for some students and optional for others	21	30%



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

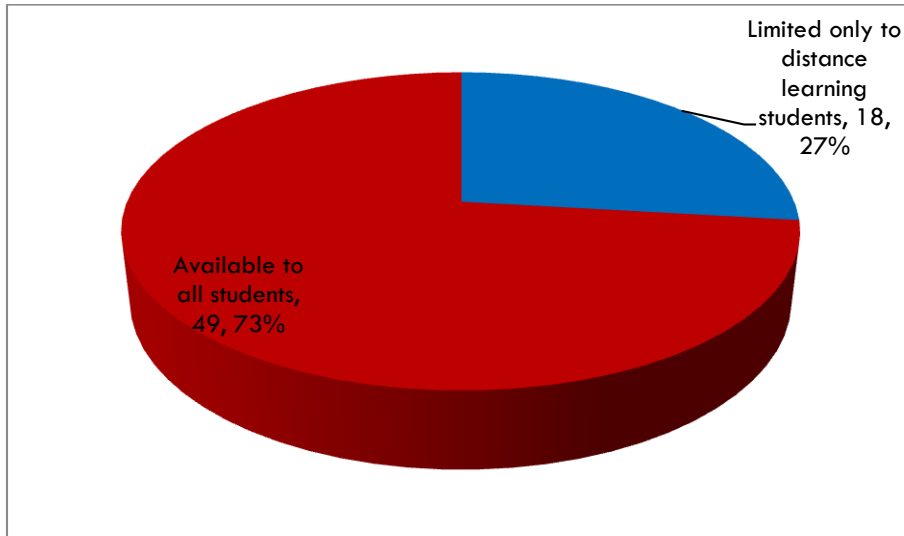
Implementation		
In the admissions process	18	28%
In an orientation course	39	61%
As an assignment in an online course	38	59%
Publically on our website	34	53%

*Percentages indicate the percent of all respondents which selected the answer choice.*



**Do you limit SmarterMeasure to your distance learning students or is it available to all of your students?**

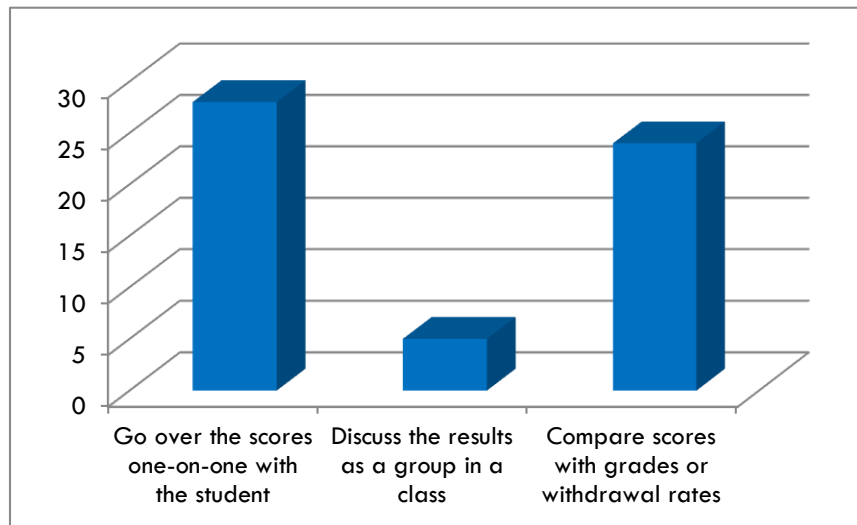
Availability		
Limited only to distance learning students	18	27%
Available to all students	49	73%



**How do you use the student report data?**

Use of Data		
Go over the scores one-on-one with the student	28	65%
Discuss the results as a group in a class	5	11%
Compare scores with grades or withdrawal rates	24	59%

*Percentages indicate the percent of all respondents which selected the answer choice.*



**Other Comments**

Collect summary data to share with faculty

Compare reading score with their Compass scores

Explore summary results to see if new services should be provided for learner support

Faculty that require this may go over with some students but not each student

Have not used it yet. Fall 2011 is our first time with SmarterMeasure

Haven't really used until this year.

I do not use this feature, however, the instructors may use this feature.

Institutional Research

Instructors and advisors may select to have one-on-one conversations with students

instructors can recommend computer courses or different format for classes

Instructor's discretion

Instructors use at their discretion, orientation will be analyzed once collected

It varies from instructor to instructor

Looking at data to see what the baseline read is on the scores, possibly may use to set a cut off score for Computer Literacy Assessment

Nothing

Personal student use. Not required to report to faculty.

some instructors review scores with students, but more often it is purely self-diagnostic

Students review and do an reflection assignment. Scores are also used to send students additional academic resources.

Students self-assess based on information in the course.

students use the data individually

The students get the report and go over the data.

Up to individual instructors

Use data to inform instructional and course design

Use information with retention services

Varies per instructor

We contact students who "fail" one or more sections and offer assistance.

We don't yet do anything with the data. Working on this project. We do all three of these on an informal small basis.

We encourage students to contact The Achievement Coach if they have questions regarding the results.

We have just started using it and we are still working on a process to make use of the data.

We have not really used the student data report but are going to start comparing the scores with success and withdrawals in DE classes.

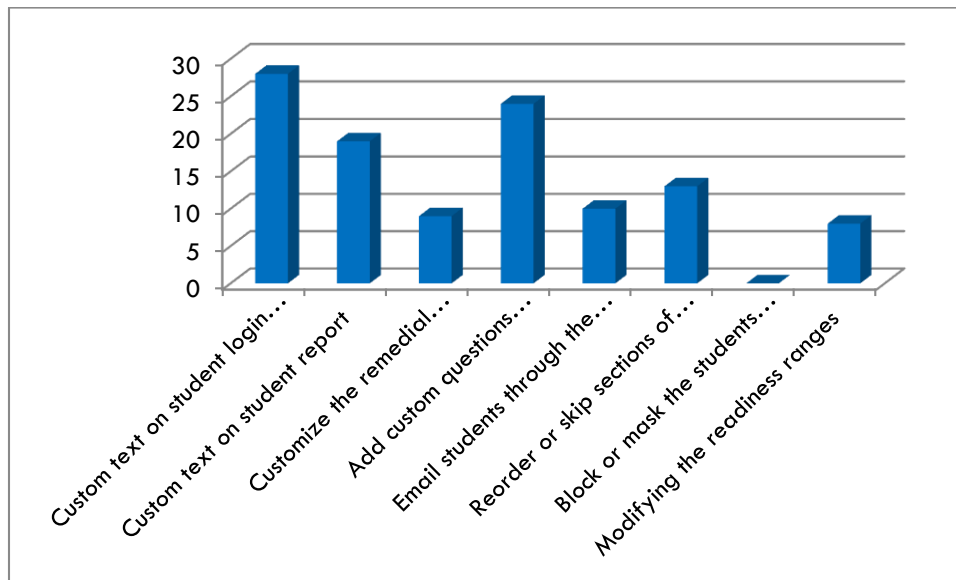
We have not yet decided how to use the data

We will once we have students start taking.

**SmarterMeasure has many custom features. What custom features does your school take advantage of?**

Customization		
Custom text on student login page	28	62%
Custom text on student report	19	42%
Customize the remedial resources	9	20%
Add custom questions (Account requested data)	24	53%
Email students through the admin panel	10	22%
Reorder or skip sections of the assessment	13	28%
Block or mask the student's report from the student's view	0	0%
Modifying the readiness ranges	8	17%

Percentages indicate the percent of all respondents which selected the answer choice.



**We are committed to keeping SmarterMeasure current with market changes and student needs. As part of that commitment, we are asking for your suggestions of how we can make SmarterMeasure more effective in helping your students succeed.**

**Comments**

- Modify report - our students will not read a 26 page report. 2. Nearly 11 pages of the report covers Learning Styles, which research has not shown to be a valid indicator of learning ability or readiness. 3. The exported data is unwieldy, requires excessive modification to be consumable. The report should include more charts and graphs to highlight trends in the data.
- Allow us to send a copy of the emails we send through SmarterMeasure to our own email, or allow us to view a "Sent" box in SmarterMeasure.
- Develop a quicker assessment that could be used for general information; leave the detailed assessment to what goes on in a class.
- Did not know customization was available.
- Faculty are asking that it be shorter in length; too long and time consuming for students to take and faculty to assess.
- I can not think of any that I have not already submitted
- I have difficulty getting may data back from the site.

I would like to see the scores of my students. I know that there is a way and I cannot figure it out.

Love it as it is!

More best practices sharing in terms of how institutions can make use of the collected data.

more obvious results

n/a

No comment at this time.

no current recommendation

No suggestions at this time.

Offer a way that reports can be sent directly to several staff members once the student has completed the questions. We would also like to be able to customize the questions we ask based on who the audience is.

Offer two lines of testing for each institution such as the quick 10 minutes test and then the full test if interested.

Our customized questions appear early in the instrument. We would like to sequence them at the end but can't seem to do this.

Perhaps a lower level for HS students who are less self-aware

Plagiarism issues

Reduce the length to improve completion rates.

Remedial training based on sections the student fails.

Since this is our first time using it, we need more time to assess. So, no suggestions yet.

The assessment is fine the way it is.

The development of robust remediation modules, directly linked through a student's results, would be very valuable. At present, students are directed to a variety of web resources, but these require self-motivation and interest on the part of a student. Additionally, an automated assessment of students' use of remediation resources would be valuable.

Too soon to tell just implemented this fall 2011

We have submitted a programming request to allow admin-level users see the actual responses to the questions (not just the 4-color rating by components) to better dialogue with students about specific issues and potential resources.

We will be able to give more feedback as the tool is used more frequently.

We would really like to tie the results to registration but have no way to do this.

We're seeing more and more requests for Smarter Measure to be used as a "placement" assessment to limit enrollment -

Would like to see the math and writing components added.

**We are looking for testimonials to include on our website and in our literature. Is there anything specific you would like to share about SmarterMeasure or the service you've received from our company?**

**Comments**

A really great assessment tool which we heavily promote to students in our online, hybrid and web-enhanced.

As an administrator, I actually took the assessment myself and I liked the way that it was setup. It gives a lot of details and the assessment itself was just interesting.

For the first time we are able to get a clear picture of the students who are coming to this institution.

Helped dramatically lower drop rate in online courses

I believe that SmarterMeasure is a great tool to assess a student's readiness for using technology for learning and to determine if they would be a candidate for online learning, or other type of learning, such as traditional or hybrid. I like the reports and how it seems to be a fairly accurate representation of a student's ability with certain technology.

Once we start doing the comparisons we will be happy to share the information with SmarterMeasure, other school, and at conferences.

Our SmarterMeasure Accounts Manager (Cristy Frazier) has provided wonderful assistance and service to J. Sargeant Reynolds Community College. When we first began to evaluate the possible integration of SmarterMeasure, she provided thorough details and information. She has guided us throughout the implementation period and has always responded within the same day (usually within minutes) to any questions or issues that we have faced.

SmarterMeasure is a non-threatening assessment of readiness for online learners....they are eager to see their results.

The service is timely and top notch!

The SmarterMeasure Assessment gives our students a complete picture as to what they will need to do to prepare for their distance learning classes before the term starts. This opportunity gives them the chance to make better decisions about their education.

The technical support for this product is excellent. I always receive a prompt, courteous reply that answers my question.

This assessment is a wonderful tool for all students. Specifically for online students, it presents a wealth of information the student can use in making determinations about the type of instructional delivery mode would work best. The challenge is to get the material in the hands of students early in their educational journey or even prior to registration.

We have students to write a reflection about what they learned about themselves after taking the assessment. They have had some profound discoveries.

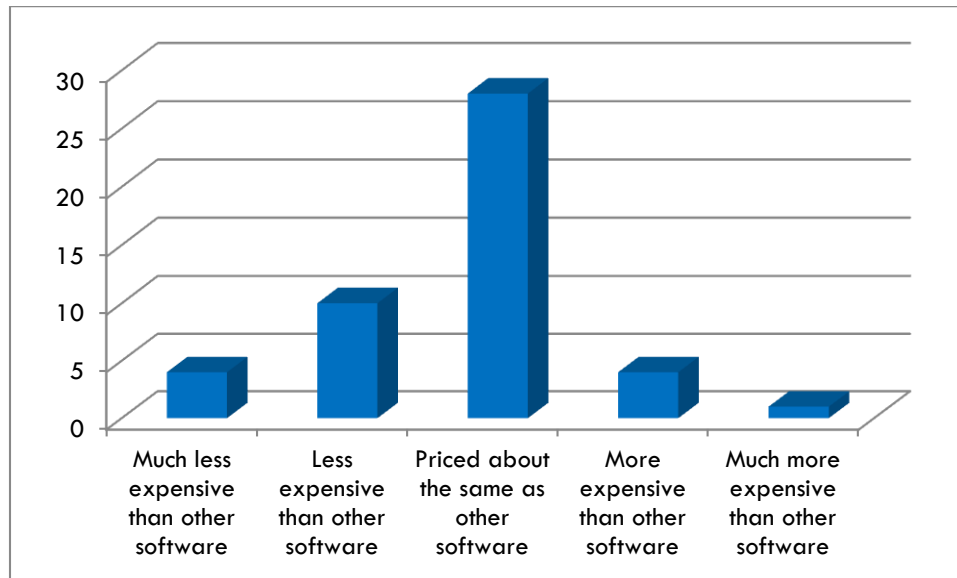
We have used it to help students requesting overload get a better idea on what they are getting into.

We use the service as a retention tool by offering academic resources to students who score questionable or failing scores in any of the assessments. We use the email feature to send information.

Will be willing to discuss how we use SmarterMeasure to help students assess their online readiness.

Compared to other software which your school uses in its distance learning program, the price of SmarterMeasure for your institution is:

Pricing		
Much less expensive than other software	4	8%
Less expensive than other software	10	22%
Priced about the same as other software	28	60%
More expensive than other software	4	8%
Much more expensive than other software	1	2%



### Any other comments?

#### Comments

For the Question below: JSRCC participated yesterday afternoon in an informative conversation with Dr. Adkins.

Great product. Students comment on how it pin points areas that they knew were issues for them. Great! :)

I know that I need additional training with Smarter Measure. Could that be arranged? Also, I am heading a committee that is looking at an assessment tool for all GC students before they can take any online class. It would be helpful to know how to modify the assessment with our own questions.

I like the SmarterMeasure tool and wish that we could make it mandatory for students to take this assessment BEFORE registering for an online or hybrid class - I believe it would decrease the drop rate.

I wish we had a SmarterMeasure for instructors. They often observe that students are not ready for online learning, but don't realize many of them are not ready for online teaching, ESPECIALLY when it comes to digital literacy, technical skills, and understanding the prep time necessary.

Many of our eTools are procured as state-wide licenses that are funded centrally. We are currently on a 'pilot' contract to the end of 2011. I really am not certain I know what a full year's license will cost and can't compare with what others would cost if we licensed independent of the state-wide agreements.

Regarding next two questions. Although I would be willing I have no real experiences that would be actually beneficial yet. I have some professors and some student services personnel who are impressed with the accuracy of what they have found. In one case the prof used it after grades were given to see if it would have been a predictor. For student services we use it for first generation students. we are probably not suitable at this time for a case study example.



SmarterMeasure has been purchased for us through the VCT so we don't really have a price comparison.

SmarterMeasure is provided as part of our association with the Virtual College of Texas

SmarterMeasure is provided to our institution through Virtual College of Texas.

We are at the beginning stages of how to use this assessment more widely throughout the college. I don't think we have enough information to add to your presentations/testimonials, but perhaps in a year or two that will change.

We really like what we've seen thus far and are eager to see how the benefits impact our students.

**28% of schools indicated that they would be willing to have a case study developed about their experience with SmarterMeasure.**

**37% of schools indicated that they would be willing to co-present with us at educational conferences about their experience with SmarterMeasure.**

**67% of schools indicated that we could use them as a reference about SmarterMeasure to another prospective client.**

## Partial list of institutions which participated in the 2011 Integration Survey:

<p> <u>Alamo - Northwest Vista College</u>  <u>Blackhawk Technical College</u>  <u>Blinn College</u>  <u>Briarcliffe College</u>  <u>Buena Vista University</u>  <u>Center for Adult Learning in Louisiana</u>  <u>Central New Mexico Community College</u>  <u>Chattahoochee Technical College</u>  <u>Clark State Community College</u>  <u>Coahoma Community College</u>  <u>College of DuPage</u>  <u>Columbus State Community College</u>  <u>Cuyahoga Community College</u>  <u>Dallas Christian College</u>  <u>Eastfield College</u>  <u>Edison State College</u>  <u>Fanshawe College</u>  <u>Gaston College</u>  <u>Gateway Community College</u>  <u>Gateway Technical College</u>  <u>Georgia Northwestern Technical College</u>  <u>Germanna Community College</u>  <u>Horry-Georgetown Technical College</u>  <u>Houston Community College System</u>  <u>Ivy Tech Community College</u>  <u>J. Sargeant Reynolds Community College</u>  <u>Kodiak College</u>  <u>Lubbock Christian University</u>  <u>Madison Area Technical College</u>  <u>Mesa Community College</u>  <u>Metropolitan Community College - Kansas City</u>  <u>Miami Dade College</u>  <u>Minneapolis Community and Technical College</u>  <u>Mississippi State University</u>  <u>National Park Community College</u>  <u>New River Community and Technical College</u> </p>	<p> <u>North Arkansas College</u>  <u>North Central Michigan College</u>    <u>Northeast Texas Community College</u>  <u>Oaks Christian Online School</u>    <u>Odessa College</u>  <u>Ohio University</u>  <u>Okefenokee Technical College</u>  <u>Paul D. Camp Community College</u>  <u>Penn State World Campus</u>  <u>Phoenix College</u>  <u>Pierce College District</u>  <u>Rhodes State College</u>  <u>South Arkansas Community College</u>  <u>South Florida Community College</u>  <u>Southeast Arkansas Community College</u>  <u>Southern Crescent Technical College</u>  <u>Southern University at New Orleans</u>  <u>St. Charles Community College</u>  <u>St. Louis Community College</u>  <u>Stephen F. Austin State University</u>  <u>Tallahassee Community College</u>  <u>Temple College</u>  <u>Texas A&amp;M University - Central Texas</u>  <u>Texas Woman's University</u>  <u>Trinity Valley Community College</u>  <u>Tyler Junior College</u>  <u>Vatterott Educational Centers, Inc.</u>  <u>Vernon College</u>  <u>Weatherford College</u>  <u>Western Texas College</u>  <u>Wiregrass Georgia Technical College</u>  <u>Wisconsin Indianhead Technical College</u>  <u>Wyoming E Academy of Virtual Education, Fort</u>  <u>Washakie Charter HS</u>  <u>York Technical College</u> </p>
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