



Dory Straight <dsstraight@alaska.edu>

SAA Engagement Survey results

Dana Thomas <dlthomas@alaska.edu>

Mon, Jul 1, 2013 at 4:32 PM

To: Doreen Straight <dory.straight@alaska.edu>

Cc: LaNora Tolman <latolman@alaska.edu>, Tanya Coty <tlcoty@alaska.edu>

Dory:

Thank you for the opportunity to give feedback on the survey. I hope you find my feedback useful in helping to improve future surveys.

Please send me the precise wording of the question asked of our employees and the possible response list (was it actively disengaged, not engaged, or engaged like the national poll?). If so, I am not a fan of the choices because two choices are negative and one is positive - such choices typically result in a negatively biased result (same concern with the national survey). A better approach is to use a Likert Scale type response set like the following

Typical Likert Scale: Very disengaged, disengaged, neutral, engaged, very engaged

This balanced approach typically results in less biased outcomes.

As one respondent noted in their question, it is always good form to report the response rate; how many folks were sent the survey and what proportion responded. If the proportion responding is small, the likelihood of a response bias is high. It is not possible to assess this from the information you sent me.

When summarizing the results it is always best to present the results as proportions.

I will be happy to discuss this survey further.

Dana Thomas

[Quoted text hidden]

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Dana L. Thomas PhD

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"In the morning - solitude;" said Pythagoras; that Nature may speak to the imagination, as she does never in company, and that her favorite may take acquaintance with those divine strengths which disclose themselves to serious and abstracted thought. - Ralph Waldo Emerson's "Conduct of Life"