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Campus Assessment Working Group

Undergraduate Student Communication and Engagement:
With Whom, How, and About What?

Assessing Campus Experiences Subgroup (ACES)
June 2008 Forum

ACES Committee

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Corbin Campbell   Institutional Research, Planning, and Assessment
Robert Crane   Arts & Humanities
Chip Denman   Office of Information Technology
Tom Harrod   University Libraries
Pat Hunt   Counseling Center and Student Affairs
Julie Kromkowski   Facilities Management
Sharon La Voy   Institutional Research, Planning, and Assessment
Jen Meyers   Institutional Research, Planning, and Assessment
Jessica Mislevy   Institutional Research, Planning, and Assessment
Erin Rooney-Eckel   President's Promise

Rachel Rose Clark School of Engineering
Adrienne Hamcke Wicker, Chair   Adele H. Stamp Student Union
Martha Wilmes   College Park Scholars
Terry Zacker   Adele H. Stamp Student Union
Ronald Zeigler   Nyumburu Cultural Center

With support from Eowyn Ellison, IRPA

Today's Presenters

- Sharon La Voy
- Julie Kromkowski
- Martha Baer Wilmes
- Calvin Anderson, Senior African American Studies major
- Patrick Maskew, Senior Sociology major
- Rachel McCann, Junior History/Art History double major

University of Maryland Student Survey (UMSS)

- Annual spring survey since 1998

- Administered to Juniors and Seniors in Professional Writing

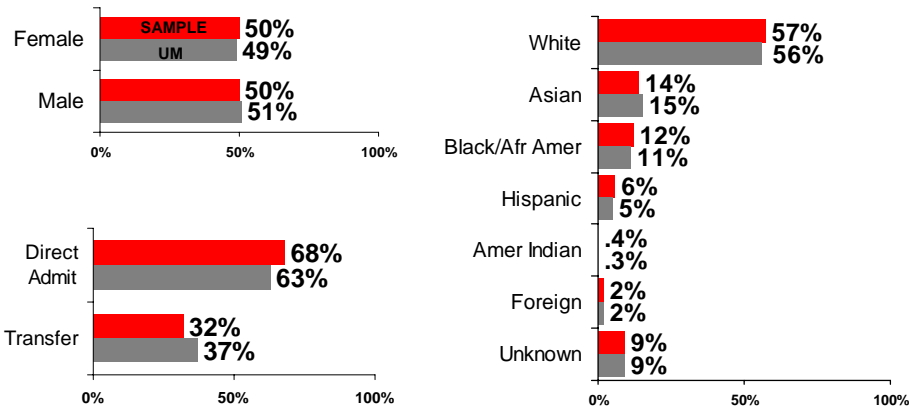- Gathers data on upper-division undergraduates' experiences at and perceptions of UM

About our sample

56% of Spring 2007 Professional Writing students (n=2199) completed, returned, gave UID
Compared to 2007 UM population of 13,662 Juniors and Seniors

UMSS 2007

Topic areas
- Interactions with parents
- International experiences
- Learning outcomes
- Diversity
- Financial issues
- Engagement with information technology
- Barriers to participation in co-curricular activities
- Feelings about the future and ability to make a personal difference

Today's Focus

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> Engaging with technology

> Communication with parents

> Engaging in diversity activities

Engaging with Information Technology

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Top 10 Activities

In the last day…

> Facebook/MySpace - 68%
> Online course materials - 65%
> Phone/text with parent - 59%

Engaging with Information Technology

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In the last week…

➢ Online course materials - 87%
➢ Phone/text with parent - 87%
➢ Facebook/MySpace - 84%
➢ Watch video online - 65%
➢ E-mail/phone/IM with faculty - 58%
➢ UM Library website - 57%
➢ Listen to online music (not Cdigix) - 56%
➢ E-mail/IM with parent - 53%

Engaging with Information Technology

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In the last month…

➢ Online course materials - 93%
➢ Phone/text with parent - 91%
➢ Facebook/MySpace - 88%
➢ E-mail/phone/IM with faculty - 79%
➢ Watch video online - 78%
➢ UM Library website - 78%
➢ Listen to online music (not Cdigix) - 71%
➢ E-mail/IM with parent - 68%
➢ Shop online - 64%
➢ Use a computer in WAM Labs - 48%
➢ Read a blog - 48%

Engaging with Information Technology

Significant Change from 2006

During this semester…	2006	2007	Change
Download/Watch video online	70%	86%	16%
Facebook/MySpace	77%	92%	15%
Shop online	76%	84%	8%
Play solo computer games	45%	51%	6%
Access UM Library website	93%	90%	-3%
Phone/Text with parent	97%	93%	-4%
E-mail/IM with parent	80%	75%	-5%
Gamble online	15%	8%	-7%

Questions to Consider

➢ Are we effectively using these media to communicate with students?

➢ What could explain the decrease in phone/email/IM with parents?
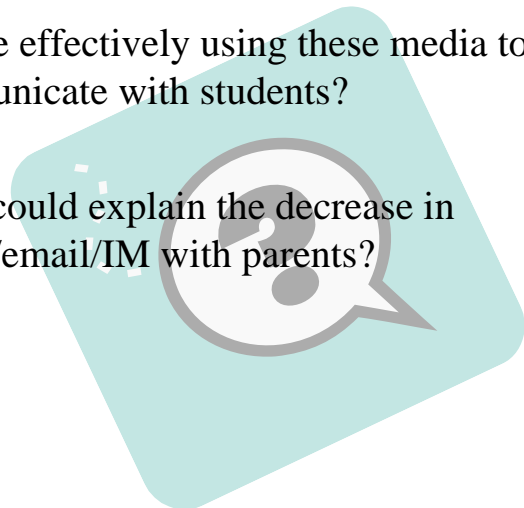
Communication with Parents

Percent

How often do you and your parent(s) discuss:	Daily	Weekly	Monthly	Never
Physical and emotional well-being	22	39	27	12
Social life (e.g., friends, significant others, roommates)	18	43	29	9
Academics	17	50	28	6
Involvement (e.g., organizations, sports, jobs, internships)	17	43	30	10
Future (e.g., career, graduate school, future planning)	11	37	45	7
Finances	8	37	47	9

Communication with Parents

Significant Positive Correlation

How often do you and your parent(s) discuss:	I can have a positive impact on my community.	Small actions can make a big impact in solving the problems of the world.	I feel optimistic about my long-term future.
Physical and emotional well-being	+	+	+
Social life	+	+	+
Academics	+	+	+
Involvement	+	+	
Future	+	+	
Finances	+		

Presentation - 7

Questions to Consider

➤ What topics are students talking about with their parents related to physical and emotional well-being?

➤ What is it about frequency of communication with parents that relates to positive feelings about the future?

Engaging in Diversity Activities

In-class experiences while at UM

	sometimes, often, or very often
➤ Engaged in discussion about racial / ethnic issues	65%
➤ Worked in small, ethnically diverse groups with other students	64%

Engaging in Diversity Activities

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Co-curricular experiences while at UM

	sometimes, often, or very often
➢ Actively participated in an organization that promotes cultural diversity	42%
➢ Attended or participated in organized campus discussions on racial/ethnic issues	29%

Engaging in Diversity Activities

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	Significant Positive Correlation	
Diversity Activity	E-mail / IM with someone who lives outside the US	Read Web sites from a country other than the US
Engaged in discussions about racial/ethnic issues in class	+	+
Attended or participated in organized campus discussions on racial/ethnic issues	+	+
Actively participated in an organization that promotes cultural diversity	+	+
Worked in small, ethnically diverse groups with other students in class		

Questions to Consider

➢ How can we help students translate classroom experiences of talking about diversity into out-of-class life?

➢ What can we do to encourage students to participate in campus-organized discussions on racial/ethnic issues?

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Student Panel Discussion

Discussion

➢ Are we effectively using these media to communicate with students?

➢ What could explain the decrease in phone/email/IM with parents?

➢ What topics are students talking about with their parents related to physical and emotional well-being?

➢ What is it about frequency of communication with parents that relates to positive feelings about the future?

➢ How can we help students translate classroom experiences of talking about diversity into out-of-class life?

➢ What can we do to encourage students to participate in campus-organized discussions on racial/ethnic issues?

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The University of Maryland Student Survey 2007
report and these slides
are available at:

www.umd.edu/cawg