Future of the Academic Experience Survey

Anne Kessler

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Context

• 4th year of AES
• Hugely successful in aiding advocacy efforts of VP AUA office
• Issue of turn-over time between execs
• Lack of institutional knowledge
  – About the AES itself
  – About data, data analysis and surveys
  – No guarantee about skills of the VPAUA
• Desire to become more data-driven
• Limited capacity to analyze results in depth
Central Question

How do we ensure that the AES continues to be administered every year, in a way that is robust methodologically and contributes usefully to specifically to the advocacy of the VPAUA office and generally to the AMS as a whole?
Options

• Hire a student
• Create institutional knowledge within the AMS
• Outsource
Hire a student

- Cheap
- Students are super smart
- BUT…
  - If you don’t know anything about data, how will you know what to look for in a student?
  - Still doesn’t create institutional knowledge
  - Hit or miss
Create institutional knowledge within the AMS

• Potential to create position (possibly under UGRA) focusing on research and data
• More professional expertise
• Long-term institutional knowledge
• Help other areas of AMS than just VPAUA
• More expensive
• BUT…
  – This will take time to restructure, not soon enough for 2015
Outsource

• More expensive
• Less institutional knowledge than in-house, however, if we use the same company, still there
• Lots of expertise
• Guarantee around quality
• At the moment, best option
Outsourcing options

- **Vision Critical**
  - Super expensive
  - Only a tool, still need institutional knowledge
  - Still lots of internal work for AMS

- **Common Metric**
  - Knowledge about AMS/UBC context
  - Don’t need in-house expertize
Proposal from Common Metric

• Will aid in planning survey, executing survey, and doing data analysis and reporting
• “Base” survey questions + AMS specific
• Survey tool in Canada
• AMS will be provided raw data, with emails (collected for prizes) removed
• Neither party shall release in any form that can personally identify respondents
Moving Forward

• Have run this proposal by Exec Com + Mateusz re. budget
• Hope to finalize by January
Feedback?