



ams
Student Society
of UBC Vancouver

Future of the Academic Experience Survey

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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 expertize
- 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 expertise

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?