

ACADEMIC AFFAIRS COUNCIL

REVISED
AGENDA ITEM: 5.F

DATE: June 10, 2015

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SUBJECT: IDEA Campus Lab

During the February 2015 AAC meeting, the council discussed a willingness to move from the traditional IDEA paper and pencil and online platform to their new offering: IDEA CL (=Campus Lab). The platform is mobile friendly allowing students to use with all forms of mobile devices, and the ability for institutions to add additional questions to the tool for addressing campus/unit specific goals or outcomes can be used to better align with key institutional metrics. Since the current agreement with the IDEA Center is with the Regental system, negotiations for a new agreement would result in a reduction in pricing if coupled with the updated contract terms which expire at the end of June 2015. AAC representatives supported an evaluation of this product as a system to avoid existing conflicts with the current contract in the event that a single institution changed platforms independently. A demonstration was scheduled on May 28 with a number of institutional representatives in attendance including AAC members.

Following the webinar, a request was sent to IDEA representatives seeking pricing information for the update platform delivery. Currently, institutions are charged under the contract terms on a per survey basis, and the updated approach being employed by IDEA is to assess institutions based on student FTE calculations. Pricing projections for the upcoming year can be found in Table 1 which can be comparison against institutional expenditures from 2014-15 when assessed on a per survey basis. If purchased as a system, a 25% reduction in pricing would result lowering the system cost to \$120,956. AAC representatives should be prepared to

Table 1
2015-16 Expenditures using IDEA Campus Lab Platform

Table with 6 columns: Institution, FTE, 2015-16 Institutional Pricing, 2015-16 System Pricing, 2014-15 Institutional Costs, and Difference. Rows include BHSU, DSU, NSU, SDSM&T, SDSU, USD, and a total row.

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RECOMMENDED ACTION

Discussion and Recommendation.

discuss campus reaction to the upgraded platform and the impact it may have on improving SOS yearly implementation, student response rates, and data usage by administrators. Additionally, cost concerns should be evaluated if the Campus Lab platform is a viable option.

### ***Student Opinion Survey Background***

During the [August 2011](#) AAC meeting, the council approved a number of significant changes to the [Student Opinion Survey Administration Guidelines](#) which were eventually approved during the [October 2011](#) Board of Regents meeting. At this time the short form was adopted to accompany the current long form that had been in use since the implementation of IDEA was approved by the BOR in 2006. Additionally, a number of revisions were made to the rotation structure for administering the opinion surveys each semester for all faculty, and the use of a common approach for collecting feedback from students in those situations where student opinion surveys are not administered.